

GEOGRAVEL TUSCANY LE STRADE GRIGIE

1/2 June 2024

3T alongside GeoGravel Tuscany

The Bergamo-based company is the technical partner of the second edition of the gravel event of Paolo Bettini, from this year the new face of the brand

Pomarance, 9th February 2024

3T is the **new technical partner of GeoGravel Tuscany**, now in its second edition. A relationship that already started last year, when a stand of the company from Bergamo made a fine show at the GeoVillage of Pomarance, the beating heart of the **gravel event conceived by Paolo Bettini**.

It is precisely "Il Grillo" that has just become in turn ambassador of 3T, thus completing a perfect partnership.

As Bettini himself says:

"I am proud to have recently made my collaboration with 3T official, a company that has been at the top levels of world cycling for decades and is now very active in the gravel world.

That's why I'm very happy that in 3T they immediately embraced the GeoGravel project, an event that they got to know last year at its first edition and that this year they decided to support in a big way."

These are the words of Edi Jareci, Sales and marketing director of 3T:

"When we were faced with revolutionising the positioning of 3T less than 10 years ago, we took a very specific path, based on grassroots marketing. Suddenly the big sporting events and professional team sponsorships gave way for us to supporting the many small, ambitious events and initiatives that dotted the burgeoning world of gravel. Geogravel fits perfectly into the 3T ecosystem that we have developed since then, and we hope that already this year our support can help the event reach a new dimension in terms of notoriety and participation".

How will the collaboration actually take place?

3T will supply the bikes that will be used by the GeoGravel guests, and will also provide a limited number of bikes for members who want to travel light and rent a top-quality gravel bike directly on site.

GeoGravel Tuscany is more than a two-day sporting event, it is a true gravel festival to discover the Colline Metallifere and the Tuscan Geothermia.

The event will begin in the afternoon of Saturday 1 June with the opening of the GeoVillage at the 'Piazzone', a beautiful space close to the centre of Pomarance that will host the GeoFestival, the beating heart of the entire event. There you will enjoy the evening concerts and will find local food and wine stands as well as dedicated shops.

The various rides scheduled for Saturday 1 June (Ultra route) and Sunday 2 June (Long, Medium and Short routes) will also start from there.

For the specifications of the four planned routes, the detailed programme and registration procedures visit www.geograveltuscany.it or the [Endu](#) web page of the event for direct registration.