

GEOGRAVEL TUSCANY

LE STRADE GRIGIE

31.05 - 01.06.2025

GeoGravel Tuscany - Le Strade Grigie and Mapei: A historic partnership fueled by shared passion

The legendary brand reunites with Paolo Bettini

Mapei, a leader in the field of chemical products for the building industry, returns to the side of multiple world and Olympic champion **Paolo Bettini**, evoking the great emotions of his professional career. This initiative underlines Mapei's continuing passion for cycling and its commitment to the most important events in the sport.

The partnership between Mapei and **GeoGravel Tuscany - Le Strade Grigie** marks a new chapter for the event, which, as every year, promises to take gravel lovers to unexplored places in the Metalliferous Hills. This collaboration with a prestigious company is expected to further boost the event's growth. This partnership will play a crucial role in creating new opportunities for community engagement, combining the passion for cycling with the shared values that the bicycle can convey, one pedal stroke at a time.

*"I am very happy about this collaboration," said **Paolo Bettini**. "I have shared extraordinary moments with Mapei and now I am excited to share how gravel cycling has reshaped my vision of the sport in recent years. The experience is certainly different from when I used these roads to prepare for the biggest races, but that doesn't make it any less intense. I can't wait to share the beauty and potential of the Grey Roads with others and create even more valuable new memories together."*

Mapei's support reflects the brand's deep and long-standing passion for the world of cycling. Founded in 1937, the company became a true benchmark in professional cycling during the late 1990s and early 2000s. The Mapei team achieved outstanding results, winning more than 650 races, including the Giro d'Italia and the Vuelta a España, along with twelve Monument Classics — among them, five editions of Paris-Roubaix in just six years.

On 31st May and 1st June, **GeoGravel Tuscany - Le Strade Grigie** and **Mapei** will join forces in Pomarance to mark the beginning of a new journey in the world of cycling. A unique opportunity to authentically experience the new frontiers of gravel, to explore the breathtaking landscapes of the Metalliferous Hills and to go beyond one's limits, immersed in a setting that combines nature, challenge, and passion.