



Play FantaGiro with Imatra and win a Pinarello

Join the challenge, experience Imatra, and win exclusive prizes.

Milan, April 28th, 2025 – Imatra, one of the most innovative and downloaded digital fintech and sportstech startups, is celebrating a major milestone: a new partnership with FantaGiro, the official fantasy game of the Giro d'Italia. This agreement adds to the existing collaboration with RCS Sport, which already sees Imatra as an official partner of iconic events like the Giro d'Italia and Giro-E. This alliance unites technology, sport, and passion, offering cycling fans an immersive and innovative way to experience Italy's most beloved race from the inside.

Thanks to this collaboration, Imatra has created its own league within FantaGiro, giving users the chance to enjoy the entire race through an engaging fantasy challenge. FantaGiro allows players to build their own virtual team by selecting eight riders from those competing in the Giro d'Italia. Players earn points based on the real-world performance of their selected riders, including their ability to gain bonuses—and avoid penalties—over the 21 stages of the race. To make the competition even more thrilling, Imatra has introduced a special bonus exclusive to its league: **5 extra points to the rider who completes the first 25 km of a stage first.**

“Our partnership with FantaGiro is a natural fit,” says Luca Celli, Co-founder of Imatra. “We believe in the power of sport as a driver of passion and innovation. Cycling embodies determination and teamwork—core values that reflect our company as well. With this league, we want to offer the community an exclusive digital experience during one of the most important and followed cycling events in the world, the Giro d'Italia—making it even more exciting and, above all, interactive.”

Joining the Imatra league is easy and open to everyone: simply search for it in the FantaGiro league menu, create your team, and start the challenge.

Imatra isn't stopping at the fantasy league—it's also launching an exclusive initiative for cycling enthusiasts: a special contest that rewards passion. From **May 13–June 1, 2025**, all cyclists will have the chance to participate and win extraordinary prizes.

How to participate:

1. Download the Imatra App (iOS or Android) and register.
2. Ride at least 50 km in Italy between May 13th and June 1st, 2025, and log it via the Imatra App or Garmin.
3. Upload your ride by June 15th to enter the prize draw.

Prizes up for grabs:

- Pinarello New Dogma F Disc (frameset)
- Nimbl Unisex Shoes – Imatra Special Edition
- Udog Unisex Shoes – Imatra Special Edition
- KOO Alibi Glasses – Imatra Special Edition

The prize draw will take place in Milan by June 30th, 2025, overseen by an official notary or Chamber of Commerce representative

Through this initiative, Imatra makes cycling even more engaging, accessible, and competitive—offering fans a unique experience, both virtual and on the road.