

GEOGRAVEL TUSCANY

LE STRADE GRIGIE

31.05 - 01.06.2025

Karhu has joined forces with GeoGravel Tuscany - Le Strade Grigie for an adventure-filled partnership!

The Finnish brand welcomes gravel lovers on May 31st - June 1st in Pomarance with an exclusive gift.

GeoGravel Tuscany – Le Strade Grigie is thrilled to announce a new partnership with **Karhu**, the historic Finnish brand famous for its technical running and outdoor apparel.

This collaboration is rooted in shared values, such as a spirit for adventure and reconnecting with nature in an authentic way.

Founded in Helsinki in 1916, Karhu – which means "bear" in Finnish – is now a leading brand for runners and outdoor enthusiasts worldwide. Its collections of footwear and technical apparel are distributed globally through the best running and lifestyle specialty stores.

*"Partnering with an event of this calibre is a perfect reflection of the Finnish spirit of our brand," commented the **Arese family**, the brand's owners. "We have always valued authenticity, a deep connection with nature, and the determination to push beyond one's limits. GeoGravel Tuscany offers a unique experience, bringing together sport, local heritage, and community in an extraordinary way. We are happy and proud to celebrate this collaboration, which is not just a technical partnership for us, but an opportunity to share our philosophy with a close-knit and passionate community."*

To celebrate our new partnership with the Gravel Lovers community, Karhu has created an exclusive technical T-shirt designed specifically for participants in the GeoGravel Tuscany – Le Strade Grigie event. This special gift will be a valuable addition to the 2025 GeoBag, which will be given out when race packs are collected.

Once again, nature and passion are the guiding themes of the 2025 edition of GeoGravel Tuscany – Le Strade Grigie. Join us in Pomarance on the weekend of May 31st – June 1st to share another unforgettable adventure in the heart of geothermal Tuscany.