

GEOGRAVEL TUSCANY LE STRADE GRIGIE

31.05 - 01.06.2025

Paolo Bettini reflects on the third edition of GeoGravel Tuscany – Le Strade Grigie, a weekend filled with emotion, dust and smiles

Set among the rolling hills of Tuscany, this event is establishing itself in the gravel cycling calendar by bringing together an increasingly vibrant and passionate community.

Last weekend, the 2025 edition came to a close, once again transforming the geothermal heart of Tuscany into a unique setting for gravel enthusiasts, nature lovers, and cyclists who view riding as a means of finding freedom, connection, and discovery.

Participants from across Italy and beyond experienced a weekend blending sport, active tourism, community spirit and celebration of the local area. From Friday evening, Pomarance came alive with an opening party featuring DJ sets by **Ricky Le Roy and Mario Più**. Around a thousand people joined in, including cyclists, locals, and visitors. Music, street food, and the 'GeoFamily' spirit set the tone for a memorable weekend.

From the outset, the event's founder, former World and Olympic Champion **Paolo Bettini**, has championed this distinctive approach. *“GeoGravel is not just a ride; it’s a journey into the soul of these places,”* he said. *“I want to thank everyone who contributed in the months leading up to this extraordinary event – one that feels like a dream come true each year. I built my career on gravel roads, and being able to give back to this land fills me with pride. Seeing people smile, have fun, and forge genuine friendships is what matters most. That’s the spirit we wanted: to showcase a more authentic, lesser-known side of Tuscany through cycling.”*

As always, it was the routes that stole the show: the Ultra, Long, Medium and Short courses explored the 'Gray Roads' of the Metalliferous Hills, winding through steep climbs, lunar landscapes, geothermal steam and villages that seemed to be frozen in time. Among the riders was Paolo Kesisoglu, a familiar and much-loved figure, who returned to the saddle to share in the positive atmosphere of GeoGravel once again.

“I was especially moved by how many international cyclists returned this year,” said **Bettini**. *“Some of them took on the most extreme route, riding through the night and fully immersing themselves in the essence of these hills. It was a joy to welcome them and hear their enthusiasm. We’ve received great feedback that will help us refine the experience even further. Listening to the community is essential – after all, social connection is one of our core values and what makes these two days so special.”*

Bettini also emphasised the social dimension of the event: *“After hosting “C’è da Fare” last year, this time we were joined by Pedale Rosso, who helped us spread messages of solidarity. It’s another reminder that cycling can be a powerful tool for inclusion and awareness.”*

The success of GeoGravel Tuscany – Le Strade Grigie is thanks in no small part to the support of partners and sponsors – cycling industry names and national and local brands – who have believed in the format from the beginning. Together, they have helped to build a sustainable, authentic and increasingly attractive event that now stands as one of the most unique on the Italian gravel scene.

Attention is already turning to 2026, with the aim of continuing to grow and innovate while never losing sight of the unique spirit that defines this adventure. This is evident in the many loyal participants who return year after year to **relive the experience**.