



River&Peaks with Dolomia: the mountains give life

An authentic connection to the Friulian Dolomites guides a partnership that brings together sport, nature, and shared values.

There is a deep bond between River&Peaks and Dolomia water: the mountains from which it all originates. It is this genuine connection to the territory that led the brand to become a partner of the event, which will traverse the unspoilt landscapes of the Friulian Dolomites, recognised as a UNESCO World Heritage Site.

*“What drove us to become a partner of River&Peaks is the profound connection with the territory where the race takes place,” explains **Dolomia**. “Our water comes from the peaks of the Friulian Dolomites, where it is filtered through the rock for decades, giving it unique mineral properties. This is the very same landscape that will host the race: trails through mountains, streams, and pristine nature.”*

For the company, supporting an event like River&Peaks also means valuing Friuli Venezia Giulia, a region unique for its variety and scenic richness. *“For us, it is essential to honour the territory we come from. It also means valuing our roots—a way of returning to where it all began, with a different awareness from the past,”* they emphasise. *“This is an extraordinary region, where the sea, plains, hills, and mountains coexist. The Dolomites represent an integral part of this richness.”*

In a discipline like gravel cycling, where endurance and direct contact with nature are central, hydration also plays a crucial role. As Dolomia explains, it is essential in sport, especially in a test of endurance like this one — not only to sustain physical effort, but also to maintain focus, clarity, and reflexes throughout. More than in other disciplines, *“gravel cycling represents a return to the essence of the relationship between athlete and environment, a value we feel deeply,”* says **Dolomia**. *“What connects us to this community is the authentic bond with the territory and nature: just look outside our offices to see the mountains from which our water is born and flows.”*

For this first edition, Dolomia explains, the goal is to create an experience that engages and leaves a lasting impression, conveying enthusiasm and enjoyment while allowing athletes and the public to fall in love with the areas where Dolomia water originates. And Beyond the competition, what will remain above all is a lasting memory. *“We hope it will be an authentic experience in contact with nature. Cycling in these places means experiencing the territory directly and taking with you the beauty of the Friulian Dolomites.”*

A message that captures the deepest meaning of the partnership and reflects a shared vision, rooted in identity. As Dolomia emphasises, everything begins and finds significance in the powerful element that unites the two organizations and guides their journey: **“Dolomia and River&Peaks: the mountains give us life.”**

