

The Zoncolan celebrates the Giro d'Italia cycling race with a pink chairlift

The “Val di Nûf” will be painted with the colour representing the most famous race in Italy. It is the first six-seater chairlift in the region and will be signed by the champions who have won the Zoncolan stage

Trieste, May 21 2021 – Friuli Venezia Giulia dedicates one of “its” chairlifts to the Giro d'Italia cycling race. It does so on one of the best-known peaks, **Mount Zoncolan**, a spectacular conclusion to one of the most exciting stages of the so-called Pink Race. The “**Val di Nûf**”, a chairlift that connects the valley to the peak and coincides with the stage’s finishing line, **will be the first chairlift in the region with six seats**. Six rows of its seats – as many as the winners of this stage, including the winner of tomorrow’s race – will be coloured with “Race pink”, **bearing the names of the champions** who have achieved the feat of reaching the top of the Kaiser, complete with an autograph to customise the seats.

This evening at the Candoni theatre, in Tolmezzo, on the occasion of the event to present the Zoncolan Stage of the Giro d'Italia cycling race scheduled for tomorrow, May 22nd, **the model of the six-seat chairlift will be unveiled** along with the entire project conceived and carried out by PromoTurismoFVG. The organisation deals with the strategy, operational management and tourism promotion of Friuli Venezia Giulia, with a department entirely dedicated to “food&wine” in collaboration with Rcs and Giro d'Italia. The stations in the valley and on the peak will also recall the symbolic colour of the so-called Pink Race. The ceremony will also see the participation of **Gilberto Simoni**, two-time winner of the Zoncolan race in 2003 and 2007, who will sign the plexiglass in front of the audience, which will then be reproduced on the chairlift.

The new chairlift, some technical characteristics

Inaugurated in 1998, it made its first run in the 1998-1999 season, and it is now ready to be retired”. The Val di Nûf chairlift, which many enthusiasts of the ski runs know as the chairlift “of love”, will have a **complete restyling** by the Leitner company of Vipiteno and will be operational **for the 2021/2022 winter season**. PromoTurismoFVG has decided to kick off the innovative project that wants to pay homage to the so-called Pink Race for having made the name of the Zoncolan famous all over the world.

Compared to the previous one, the new facility also offers the possibility to transport **bicycles besides pedestrians and skiers**, thanks to the 52 “vehicles” that will travel clockwise at an elevation difference of about 300 metres, with a capacity of 2,400 people per hour when full.

Six seats, compared to the current four, besides the valley and mountain station, will take on the colours and logos of the race. This evening, **the autograph event kicks off, with winners of past editions**, who will be remembered by all those using the facility: Gilberto Simoni, a two-time winner in 2003 and 2007. Ivan Basso, Igor Antòn, Michael Rogers, Chris Froome and, naturally, the protagonist who wins the stage after tomorrow’s strenuous climb will sign a plexiglass plaque that will then be reproduced on the chair dedicated to the cyclist.

PromoTurismoFVG has conceived the project and created the graphics for the chairlift, in collaboration with Rcs, which welcomed the proposal of Friuli Venezia Giulia, and with the support of the construction company Leitner.

PromoTurismoFVG and Giro d'Italia, a proven collaboration

The Giro d'Italia cycling race is **a driving force for tourism in the region** and now seems to have become fond of this land, especially the Zoncolan. Thanks also to the visibility and success generated by the Giro d'Italia cycling race, the **Zoncolan has become one of the brands of Friuli Venezia Giulia**, managing to **travel around the world, even reaching Japan, where it is twinned with Mount Fuji**. On the occasion of the Friuli Venezia Giulia stages of the Race, PromoTurismoFVG has taken care of the organisation and technical support to realise the event in terms of hospitality. With the utmost respect for anti-Covid regulations, it promotes **the territory through the food and wine specialities**, which make this region unique. During the three days of the race, some **tasting areas of typical products** will be set up to promote the Regional agri-food and wine sector. They will involve the food and wine board (together with the main partners and include the “Io sono Friuli Venezia

Giulia” brand products) and members of the Strada del Vino e dei Sapori (The route of Wine and Flavors) of Friuli Venezia Giulia.

The Zoncolan, the gem of the Carnic Alps, is one of the **six ski resorts in the region** and more generally falls within the **ten areas of the mountain**, which, thanks to the PromoTurismoFVG strategy, expand to embrace the Valleys and the Karst. The aim is to **experience the territory 365 days a year** in all seasons, and no longer just during the winter with attractions and proposals on the snow.