



## Denmark counts down: 100 days until the start of Giro d'Italia

In just 100 days the beautiful Danish landscape will play host to the northernmost Giro d'Italia start ever. The Danes will kick off the cycling party with an array of fun happenings and side events.

The Danes are counting down to the biggest sport event on Danish soil in 2012. January 25th marks the beginning of the 100-day countdown to the 2012 edition of Giro d'Italia - the world's toughest bike race. The Danish cities, Herning and Horsens will host the 1st, 2nd and 3rd stage on May 5th - 7th, making it the northernmost Giro d'Italia start ever.

January 25th will be a celebratory day and both cities will host numerous Giro-related events. The mayors, Lars Krarup (Herning) and Jan Trøjborg (Horsens) will reveal two large portals placed in the pedestrian streets of their respective cities. The portals will count down to the Big Start and build excitement about the arrival of the 198 Giro d'Italia riders in the first week of May.

Children from both cities will perform a song at the revealing. A group of youth riders from the local cycling clubs will set out from the two cities and ride toward each other, meeting Girbecco, the Giro-mascot, at the halfway mark.

On January 26<sup>th</sup> the music video for the Giro song Beautiful Italy will premiere. The song, with its rousing cycling rhythms and ear-catching riff, has already become a hit in Denmark. Fronting the song is the beautiful Danish singer, Malene Mortensen, who has been picked as official testimonial for the Giro-Start in Denmark. In the 100 days remaining until Giro d'Italia 2012, she will travel the country, creating awareness of the world's toughest bike race, its northernmost start ever and Denmark - the happiest place on earth.

At Denmark's Industrial Museum in Horsens, where stage 3 will start and finish, the 100 days will be marked with an opening of a large themed exhibition about Giro d'Italia. Here they will tell the story of the stage race, which since the start in 1909, has been a part of the Italian heritage. It will be the story of great champions such as Coppi, Gimondi and Pantani, of great drama in the cold and snow-filled moun-



tains. A story of the suffering and the drive of the riders, and of course the story of the Danish riders in the race - Ole Ritter, Rolf Sørensen, etc.

Amongst other things, the exhibition will include a bike, which Fausto Coppi rode, as well as one of his pink jerseys. It will also include a pink jersey worn by Marco Pantani as well as his matching cycling shoes.

In Herning, 40 pink bikes will be placed around the city as a reminder of the fantastic festivities that await us all in May.

#### **Editor's Note**

Giro d'Italia - Big Start 2012 is staged in Herning and Horsens, with the first three stages taking place on the 5th - 7th of May. The first and second stages of Giro d'Italia take place on the 5th of May in Herning. The third and final stage in Denmark will take place in Horsens.

A number of strong partners, such as Herning Cykle Klub, the Municipality of Herning, the Municipality of Horsens, Region Midt, as well as the national event organisation, Sport Event Denmark, are behind the staging of the Giro d'Italia 2012 start.

This will be the first time that Giro d'Italia visits Scandinavia.