



## **‘ROAD TO HERO DUBAI HATTA 2021’: BECOME A MOUNTAIN BIKE HERO IN THE DESERT**

The Organising Committee of the HERO Dubai Hatta 2021 has prepared many satellite events for all participants. The events will start on 8 November 2020 and last four months and accompany athletes as they prepare for the kick-off of the race on 5 March 2021 at the Hatta MTB Trail Centre.

Hashtag: [#heroworldseries](#), [#herodubaihatta](#) [#dubaisportscouncil](#) [#xdubai](#) [#RideAndSmile](#)

Time flies, and 5 March is just around the corner. In the run-up to the second edition of the **HERO Dubai Hatta 2021**, the first stage of the international HERO World Series mountain bike circuit part of the UCI calendar (Union Cycliste Internationale) in the Arab peninsula, the Organising Committee has developed numerous initiatives for everyone, including participants, to prepare for the starting line of this truly one-of-a-kind competition.

### **Prepare for the challenge with ‘ROAD TO HERO DUBAI HATTA 2021’**

The HERO Dubai Hatta 2021 Organising Committee, together with its local partners and the UCI, has developed an ‘introduction’ programme for the growing number of off-road cycling fans, which just proves Dubai’s increasingly bike-friendly side. The programmes include training workshops and sessions with mountain bike experts who will accompany the athletes. These events will also promote an ever more active and, therefore, healthier lifestyle to get as many people as possible involved in this sport and its associated benefits.



**Gerhard Vanzi**, the man behind the international HERO World Series circuit, said: *‘Sport is not only about races and challenges, but it also promotes positive messages that can*

*contribute to improving our quality of life. That is why we wanted to create a number of initiatives around the HERO Dubai Hatta 2021 to engage the athletes in their preparation as well as to shine a spotlight on how cycling and mountain biking can be fun and, especially a healthy way of exercising.'*

### **'HOW TO BE A HERO' Training Programme**

All HERO Dubai Hatta athletes registered for the 60 km and 1,600 hm course can take part in the 'HOW TO BE A HERO' training programme on the HERO World Series website. Visit <https://www.heroworldseries.com/road-to-hero-dubai.html> and choose between the 'basic' and 'advanced' programmes with respectively 3 or 5 training sessions a week.

### **HERO CLINIC: discover the race's trails with prepared guides**



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Facing a competition such as the HERO Dubai Hatta requires an adequate level of fitness as well as the knowledge of the type of terrain you will be competing on. The **HERO CLINIC** was developed with this aim in mind and is open to all participants of the HERO Dubai Hatta. Over the course of two days, participants will be able to test the racing trail accompanied by expert mountain bike guides who will give precious words of advice on how to face each stage.

The CLINIC will take place twice at the **Hatta MTB Trail Centre: 11 and 12 December 2020**, and **5 and 6 February 2021**. Both editions will see cyclists testing the first half of the course on day one, and the second half on the following day. Each excursion on the field will be followed by lunch and a more theoretical session on mountain bikes in general. The programme is organised and backed by the mountain bike experts of Wolfi's Bike Shop in Dubai.

### **'RIDE & SMILE' Training Programme**

The **#RideAndSmile** programme, backed by the UCI and the **Dubai Sport Council** – a HERO partner and partner of the HERO Dubai Hatta

**RIDE & SMILE**

2021 – is mainly for athletes who registered for the 30 km and 800 hm course. This initiative will also focus on promoting the culture of cycling in all its shapes and forms: from mountain biking itself, to the conscious use of opting for a bicycle as a means of alternative mobility across the streets of Dubai.

Three weekly events are planned between **8 November 2020 and 3 March 2021**: one in the morning and two in the evening. On Sunday evening, between 7 and 10 p.m. expert guides will accompany you on cycling tracks from The Cycle Hub Jumeirah at Burj Al Arab; on Wednesday evening, at the same time, you will kick off from The Cycle Hub Jumeirah at NAS Meydan on cycling tracks and off-road paths. And then on Friday, between 7 and 10 a.m. you will cycle at the Hatta MTB Trail Center. Every cycling enthusiast, and whoever wants to get closer to cycling, can take part in the **#RideAndSmile** events by signing up at

<https://www.heroworldseries.com/road-to-hero-dubai.html> in the dedicated HERO Dubai Hatta 2021 section.

Thanks to the collaboration with **UAE Mountain Biking Jumeirah and XDubai**, the HERO aims to promote the growth of cycling culture and practice in the United Arab Emirates.

The **#RideAndSmile** programmes will run concomitantly with the Government's **Dubai 30x30 Fitness Challenge** initiative, whose aim it is to push citizens to do sports for at least for 30 minutes over 30 days.

For further information on the **ROAD TO HERO DUBAI HATTA 2021** and **#RideAndSmile** programmes, visit <https://www.heroworldseries.com/road-to-hero-dubai.html>

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#### Organising Committee

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