



## THE HERO THAILAND BIKE FESTIVAL: THE MOUNTAIN BIKE FESTIVAL AT THE HERO THAILAND, THE THIRD STAGE OF THE 'HERO WORLD SERIES' 2021 INTERNATIONAL CIRCUIT

*The HERO Thailand 2021 will take place on 25 September. The third and last stage of the HERO World Series international mountain bike circuit will be held in Chiang Rai and features two routes: 65 km and 30 km. The HERO Thailand Bike Festival will also delight the days of the athletes and their groups: this celebration of everything mountain bike features unmissable events during this high-octane sports adventure!*

**Hashtag: #heroworldseries, #herodubaihatta #herodolomites #herothailand**

**The HERO World Series** is a lot more than a mountain bike race circuit. It is the fulfilment of a dream to deliver the emotions of an iconic competition overseas: the HERO Südtirol Dolomites, the toughest mountain bike marathon in the world which takes place at the foot of the Dolomites.



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On **25 September 2021**, the circuit's third stage will take place: the **HERO Thailand**. Set against a truly exotic and breathtaking location, **Chiang Rai** is a beloved tourist destination thanks to its countless sights, such as the White Temple of Wat Rong Khun. The race features two courses: 65 km and 1,300 hm, and 30 km and 600 hm. The trails are mainly red soil dirt roads and submerged in a canopy of typical lush, green nature – a unique, wild experience you will be hard pressed to find anywhere else.

But there is more. A celebration of everything mountain bike, the **HERO Thailand Bike Festival**, will also be taking place. This itinerant event will grace every stage of the circuit, spanning three days with plenty of events for participating athletes and their groups as well as all mountain bike aficionados.

## The HERO Thailand Bike Festival, 24-26 September 2021

The HERO Thailand Bike Festival will kick off on 24 September 2021 and end with the award ceremony at the end of the HERO Thailand. From 8 a.m. onwards on the day of the race, while awaiting the winners' arrival, the audience can head to the HERO Village and enjoy numerous events and good music. Of course, the unmissable HERO Kids – the event dedicated to our small heroes – will take place at 12.30 p.m.

Registrations for the HERO Thailand open on Thursday, 1 October 2020 (01.00pm Thailand time) at [www.heroworldseries.com](http://www.heroworldseries.com)

For further information visit [www.heroworldseries.com](http://www.heroworldseries.com)

### Organisation

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