**AlpFrontTrail – Race against forgetting**

**San Candido, 15 September 2020 - On 10 October 1920 South Tyrol was formally annexed by Italy. This set today’s border between Austria and Italy. 100 years on, from 6 to 14 October, four international teams, each comprising two top athletes, will run along this historic border between Italy and Austria. They will conquer 850 kilometres and 55,000 metres elevation to act together against this war in the mountains, that cost so many people their lives, being forgotten.**

The AlpFrontTrail is not a pure sporting event. With this run, public awareness will again focus on the line of the border and the associated war relicts and people will be reminded of these past events. The historic facts were arranged and presented by renowned researchers of Eurac. By means of sport, the border as a separating element will be transformed into a uniting experience and the values of freedom emphasised. “Anyone can run, regardless of nationality, skin colour or religion. Running does not require expensive kit and can be done anywhere, any time. For these reasons, this sport is ideal to express everything that unites people”, Philipp Reiter said. The 29-year old trail runner and videographer from Bad Reichenhall (Bavaria) and South Tyrolean photographer Harald Wisthaler developed the idea of the AlpFrontTrail, whose first stage from Grado to Castelmonte monastery will start on 6 October.

The route in this majestic mountainscape runs through Val Canale and Tarvisio, then on to Sesto and from Arabba and Grigno to Riva del Garda, before the final leg from Passo Tonale and on to Passo Stelvio. “With Anton Palzer, Daniel Jung, Eva Sperger, Jakob Hermann, Martina Valmassoi, Hannes Perkmann, Marco De Gasperi, Ina Forchthammer and Tom Wagner we have some of the world’s best trail runner at the start. Also running will be biathlon Olympic champion Laura Dahlmeier. The athletes are very excited and can hardly wait for the adventure to begin”, Wisthaler explained.

**Kick-off event at Helmhaus (Monte Elmo) increases the anticipation of a great adventure**

This excitement was already palpable during the recent kick-off event at Helmhaus, directly at the Italian-Austrian border. “I am very interested in World War I because we have family connections with this era. Our ancestors personally experienced this conflict close-up. I am looking forward to finding out more about it”, Daniel Jung, a 36-year old trail professional from Val Venosta in South Tyrol commented.

This view is shared by Martina Valmassoi from Pieve di Cadore. “We have studied this period at school, but I have already forgotten most of it. I’m looking forward to discovering more about World War I and the theatres in my home country. I’m also looking forward to a fantastic week with interesting people who share my passion for the mountains”, the 33-year old explained. Meeting other top athletes is also the main reason for Eva Sperger from Munich to take part in the demanding event. “I love the Dolomites and the Dolomites UNESCO World Heritage, which is why I have participated in many races there. For this reason, I was immediately fascinated by the Project AlpFrontTrail”, the 40-year old confessed.

**The organizers are supported by strong partners**

Suunto and the Holiday Region 3 Peaks Dolomites are 2 strong partners supporting the organizers. “The time of the First World War has shaped our identity and made us what we are today. We consider it to be our duty to be aware of our history and to engage with it. For us young people in the European region of Tyrol, South Tyrol and Trentino, the border is hardly noticeable; although a few short months ago, during the Corona crisis, it became apparent how quickly a line on a map can become a closed border again”, Gabriel Fauster of the San Candido Tourism Association stressed.

“The AlpFrontTrail is THE trail adventure this year and the Suunto brand knew immediately that we wanted to be part of it. The purpose of the AlpFrontTrail is to conquer borders. Sport is the perfect means to achieve this, as it unites people. As a multinational company, we share this value and are committed to it”, Nicolas Holtzmeyer, Marketing Manager SUUNTO DACH stressed. Caroline Gredler from Tyrol and chief route organiser Freddy Mair (Villabassa) are part of the organising team.

**Photo exhibition spring 2021**

The AlpFrontTrail will be documented by photographer Wisthaler and a video team, and the event will have a high profile on social media. There will be two events for the public: on Thursday, 8 October in Sesto and on Monday, 12 October in Riva del Garda. The project under the patronage of the Europe region Tyrol, South Tyrol, Trentino headed up by the South Tyrolean Governor Arno Kompatscher, will conclude in the spring of 2021. The best photos from the AlpFrontTrail will be presented at an exhibition on public spaces in San Candido, Riva del Garda, and in the three capitals of the Europe region Bolzano, Trento, and Innsbruck.

**More information:** [www.alpfronttrail.com](http://www.alpfronttrail.com)

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