



PRESS RELEASE
Monday 28th June 2010

ROC ALTITUDE The Roc d'Azur 2010 edition is gaining height

From 6th to 10th October 2010, the festival of cycling will gather together both specialists and fans of the bicycle in France's Var region. The event, organised by Sportys, is also offering a vast range of races and entertainment, as well as a professional cycle show to satisfy the expectations of any visitor. The 2010 edition sports the name of the new race: Roc Altitude.

THE 2010 EVENT POSTER



Each Roc d'Azur poster has been a Hit (retrospective below), and this year is no exception. The 2010 poster symbolises a return to the event's roots, a return to nature on a sporting level. It has been created with a view to illustrating the exceptional natural environment. Indeed it's nature itself which fashions the course, with the mountain bikers adapting to its obstacles. As such the event has a 'green' communication plan to raise visitors' awareness about respecting the environment and make them aware of the richness enveloping the site.

NEW EVENT: RANDO ROC ALTITUDE

Though some races are already fully booked up*, there are a host of race numbers still to be snapped up. For example, there are plenty of places up for grabs for the Rando Roc Altitude. A new addition for this 2010 edition, the race will set off from Roquebrune-sur-Argens and take its participants across 45km as far as the Fréjus nature base. A non-timed event, the vertiginous downhill sections (1,780m of downhill riding) will follow on from the steep uphill sections (1,750m of uphill riding). Those competitors who are the most avid fans of altitude changes will doubtless be in their element.

* *Enduro/Roc Marathon/Rando Roc Odyssey/Rando Roc Noire/Rando Roc Rouge*

NEW TRAILS

In order that those who love climbing are able to enjoy their favourite events, the Roc is further developing its courses this year. As such the Rando Roc Noire is 4km shorter, now 48 km in total, but there is a greater altitude change involving a 1,600m uphill section. Meanwhile the leading event of the Roc d'Azur is being extended by 3km so competitors will have to endure 1,860 m of altitude changes during the 56 km course.

All those participating in the Roc Master, Mid Roc, Roc Dame, Roc Tandem and Roc Pro will race for 43 km. That equates to an extra 1km of effort compared with the 2009 course and the climb will comprise a 1,300 m uphill section. Meantime there are no changes to the Rando Roc Odyssée in terms of distance, 35 km, but a 910 m uphill section awaits participants.

THE SUMMIT OF THE BMX

The final of the SUPERCROSS BMX UCI World Cup will once again take place at the Roc d'Azur event on 8th and 9th October. In this way the top protagonists in the sport will be coming to the Nature Base to battle it out on the bump circuit.

NEW OFFICIAL PARTNER: MILKA

The Front de Neige agency is accompanying Milka on the Roc d'Azur 2010. It's a sound mountain bike partnership for the Alpine milk chocolate brand, which associates sport with a respect for nature.

On this occasion the Milka team will host the Milka Park in the partners' village where they will be accompanied by the famous violet cow, which is guaranteed to delight families. Added to this, the Circuit Mauve will be unveiling a special course for young mountain bikers, taking them across a stream, a scree area and giant bumps, before ending up slaloming between boulders. It's a course whose quality is on a par with the adult courses, and has the look of a mountain trail.

NEW OFFICIAL SUPPLIER: MARZOCCHI

MARZOCCHI MTB ACADEMY is providing visitors with the opportunity to take part in the Roc d'Azur in the skin of a Marzocchi Factory Team rider as well as the chance to win a Marzocchi Junior Team 2011 contract. Marzocchi has designed and manufactured motorbike and mountain bike suspensions since 1949.

For further information please visit the website www.rocazzur.com from 15th July.

RÉTROSPECTIVE DES AFFICHES DU ROC DEPUIS 2005



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