



Denmark prepares for a huge pink party

In 2012, Giro d'Italia, the world's toughest bicycle race, has its northernmost starting point ever, in Denmark. The Danes are preparing a huge party.

Denmark is preparing for a huge party during the first months of the year. On the 5th - 7th of May the provincial cities of Herning and Horsens are playing hosts to the first three stages of Giro d'Italia, the world's toughest bicycle race, and the Danes have already started dressing their host cities in pink.

"Giro-mania", is what the host cities have dubbed the phenomenon, in which citizens, organisations, schools, and shops have planned a number of events to mark the hosting of the start of Giro d'Italia 2012.

- Giro d'Italia will be a fantastic experience for both the city and all the people living in the region, and we will use the occasion to create a unique celebration. In Herning, we have a slogan saying that "here, all possibilities are open". By hosting the Giro we are showing that these are not just words, says the mayor of Herning, Lars Krarup.

- In Horsens we have many years experience in organising international cultural events - concerts and festivals - and as a host city for the Giro we are able to market ourselves to all of Europe. The entire Region Midtjylland will get brand exposure in front of millions of TV viewers worldwide, which is completely in line with our plans for a targeted stake in business tourism and big events, adds Horsens' Mayor, Jan Trøjborg.

In connection with Giro d'Italia - Big Start 2012 the municipalities have organised several large recreational bike races, including an opportunity for riders to test parts of the second stage of the Giro d'Italia, on the day before the 198 professional riders are let loose on the 204 kilometre route. These activities will help market Denmark as an attractive holiday destination for bicycle tourists, with 12,000 kilometres of marked bicycle routes throughout the beautiful Danish countryside.

Giro d'Italia - Big Start 2012 in Denmark is part of a long tradition of hosting major, significant cycling events in Denmark - the latest being the UCI Road World Championships 2011.

Denmark is well known as a prominent cycling destination with ideal conditions for professional as well as recreational riders.



A short and concise statistical introduction to Danish cycling, including bicycles and cycle paths:

Cycling in Denmark

- 36% of all Danish adults bike to work at least once a week
- 45% of all Danish children bike to school

Bicycles in Denmark

- Approximately half a million bicycles are sold in Denmark every year
- Nine out of ten Danes own a bicycle

Cycle Lanes

The Danish cycle lane is unique: a curb protects the cyclists from cars.

- 2.2 meters is the standard width for cycle lanes in Denmark – this makes conversation between to cyclists riding side by side possible, and overtaking can be done safely.
- 2.5 - 2.8 meters is Copenhagen's new standard cycle lane width – this will accommodate three cyclists side by side.
- A cycle lane usually increases the volume of cyclists for a particular route by 20% on the first day of its use. Connecting it to an extended network gives even further growth.

The "Cycling For All" event in Herning will be one of many cycling events taking place before and during the Giro-Start 2012 in Denmark. For more info and to sign up, please visit: www.giroindenmark.com.

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.