

## **Women take center stage at the 2024 Ötztaler Cycle Marathon**

**The 43<sup>rd</sup> edition of the Ötztaler Cycle Marathon took place on 01 September 2024. About 4,226 participants from 36 nations (341 women, 3,885 men) started in Sölden at 6:30 am, followed by four Alpine passes on 227 kilometers covering 5,500 altitude meters: Kühtai, Brenner, Jaufen Pass and finally the 29-kilometer long climb to Timmelsjoch. Germany's Janine Meyer and Jack Burke from Canada celebrated their second "Ötztaler" victory while Janine Meyer even set a new marathon course record.**

Last January, a total of almost 22,000 registrations for the race were recorded. The coveted starting places, which are allocated by lottery, are limited to around 4,000 amateur athletes. This year's youngest male participant was a 16-year-old Austrian, the youngest female a 17-year-old from South Tirol while the oldest amateur athlete, Martin Strobl, is already 79 years old and took part in the legendary cycling race for the 34<sup>th</sup> time. The oldest female cyclist, Karin Izsak from Germany - born in 1956 - took on the challenge for the first time this year.

### **Women's power on the rise**

Thanks to the "Women in the spotlight" format, special attention is paid to the female participants in 2024. Powerful women from the region are brought into the spotlight and accompanied - from sporty girlfriends to absolutely fit family moms. "The idea came about when we realized that some of our ÖRM women not only have outstanding physical strength, but are also very strong mentally. And that's exactly what is needed to live the ultimate dream of the ÖRM," reports Heike Klotz, head of the organizing committee. The number of female participants has risen steadily over the past decade. Since 2014, about 56.93 percent more registered female cyclists, 48.39 percent more female participants and 85.03 percent more finishers have been recorded. At the 2024 Ötztaler Cycle Marathon, 8% of the starting field were women and thus fulfilled their dream of the Ötztaler.

### **Innovations and sustainability at the ÖRM 2024**

The Ötztaler Cycle Marathon in its 43<sup>rd</sup> edition is once again offering innovations and the topics of sustainability and regionality are important to the organizers. The new Ötztaler Cycle Marathon podcast "Ride hard & dream on" inspires listeners and a live podcast was also held on ÖRM Saturday. This podcast offers deep insights and valuable tips on all aspects of cycling: professional athletes and sports psychologists are guests of presenter Marco Brugger and provide useful information plus insider knowledge. The organizers are also undertaking countless initiatives such as the use of regional food, reusable containers and cups or electromobility, thus meeting the minimum requirements of "Green Events Austria" as a partner event for the first time.

### Live ÖRM TV broadcast

Every year, viewers can follow how their favorite athletes are doing at the Ötztaler Cycle Marathon live on screen from 6:15 am to 9:30 pm. Exciting conversations, interesting personalities, insider knowledge from the road cycling scene and regular updates from the marathon course make the broadcast a truly unique experience. The "Ötztaler Myth" has already reached new spheres in 2024, also in terms of the live broadcast featuring 18 cameras: more than 12,000 viewers watched the win and Jack Burke's solo effort on the finish line via live stream.

### 2025 date – the Ötztaler Myth lives on!

The planned date for the 2025 Ötztaler Cycle Marathon is 31 August. Due to the scheduled renovation works on Lueg Bridge (Brenner route) and official requirements still pending, which depend on further exploratory results, no final decision can currently be made at present. However, the organizing committee is confident that a solution will be found in proven cooperation with the responsible authorities. The OC heads Heike Klotz, Dominic Kuen and their "dream team" once again ensured perfect organization: "We attach great importance to sustainability and regionality. In 2025, the Ötztaler Cycle Marathon will not only meet the minimum requirements of Green Events Austria, but we will also expand them further. There was so much positive enthusiasm among the athletes thanks to this great atmosphere and perfect weather."

<b>Media Contact</b>
<b>Ötztal Tourismus</b> Anna Pircher <a href="mailto:anna.pircher@oetztal.com">anna.pircher@oetztal.com</a> T +43 (0) 57200 935
<b>PR &amp; Media</b>
<b>Images are available here:</b> <a href="https://media.oetztal.com/pinaccess/pinaccess.do?pinCode=VOUHkIOvIlNt">https://media.oetztal.com/pinaccess/pinaccess.do?pinCode=VOUHkIOvIlNt</a> <b>More pictures and further information at:</b> <a href="http://www.oetztaler-radmarathon.com">www.oetztaler-radmarathon.com</a>
<b>Booking and Information</b>
<b>Ötztal Tourismus</b> Achweg 5 6450 Sölden, Österreich T +43 (0) 57200 <a href="mailto:info@oetztal.com">info@oetztal.com</a>   <a href="http://www.oetztal.com">www.oetztal.com</a>