

Ötztaler Cycle Marathon focusing on innovation and emotion

TV campaign, podcast, app: the 45th Ötztaler Cycle Marathon is more digital and emotional than ever before. Next Wednesday, the highly coveted Finisher Jersey will be unveiled in the first live broadcast on ÖRM TV! This jersey is also on the radar of former World Tour pro Toni Palzer, who will be participating in this year's Ötztaler Cycle Marathon for the first time.

On 30 August, the international cycling world will once again turn its attention towards Sölden. Already for the 45th time, the unrivaled Ötztaler Cycle Marathon takes athletes over the legendary four alpine passes of Kühtai, Brenner, Jaufen and Timmelsjoch. On this traditional 227-kilometer marathon featuring 5,500 altitude meters, cyclists from myriad nations once again face one of the Alps' greatest challenges in amateur cycling.

15 hours of live broadcast: ÖRM on all channels

With a comprehensive media program, the Ötztaler Cycle Marathon brings the race closer to fans than ever before. ÖRM TV accompanies the event with several broadcasts, culminating on race day with approximately 15 hours of live coverage directly from Sölden and the marathon course. Live reports from the alpine passes, participants' comments and studio interviews provide detailed insights into the race happenings. The very first episode of ÖRM TV will air on 15 July at 18:00 and already features a special highlight: this year's Finisher Jersey will be presented to the public. "That's actually always the biggest surprise for all participants. I hope this year's design once again appeals to almost everyone's taste," Dominic Kuen states. The second broadcast will follow on 12 August at 18:00, further broadcasts will air on 28 August from 18:30 - including the Bike4Help Prologue awards ceremony - and on 29 August from 18:00, including the mandatory riders' briefing. The extensive live coverage on 30 August begins as early as 6:15 in the morning. All broadcasts can be viewed on ÖRM TV here: <https://www.soelden.com/de/veranstaltungen-freizeittipps/events/oetztaler-radmarathon/mediathek/oerm-tv-live>.

ÖRM Podcast provides valuable tips

Even beyond race day, the Ötztaler Cycle Marathon supports its community. In the "Ride Hard & Dream On" podcast, professionals, coaches and experienced finishers discuss on training, nutrition, equipment and race strategies. More than 25 episodes are already available on popular podcast platforms such as Spotify and Apple Podcasts - as well as a video podcast on YouTube.

Tailor-made ÖRM Video

Participants receive a free personalized video of their race regardless of whether they reach the finish line or not. Several cameras along the route capture emotional moments that can then be easily shared with family and friends via social media.

ÖRM App makes the Cycle Marathon a personal highlight

Thanks to the ÖRM app, the cycle marathon can also be experienced digitally: not only for participants, but also for friends, supporters and fellow travelers. The app simply offers Ötztaler Cycle Marathon up-to-date information, push notifications for last-minute changes, live rankings and GPS tracking options with cyclists' real-time location data.

More than 1,300 volunteers make the legend possible

Year after year, behind the success of the Ötztaler Cycle Marathon is a dedicated team of more than 1,300 volunteers. "They are often in the background, but indispensable to the great success of our event," emphasizes organizing committee head Heike Klotz. For her, the Ötztaler Cycle Marathon isn't solely about top athletic performances. "We want to gradually highlight emotional stories, unseen insights and everyday heroes and heroines of our cycle marathon." There are countless volunteers especially in the setup period: cake bakers, marathon course workers, emergency services, staff at refreshment stations and in other areas - the real "dream team" of the Ötztaler Cycle Marathon.

Proportion of women is steadily increasing

A particular focus of the organizing team remains the greater involvement of women. The proportion of women has risen steadily in recent years and reached a new record high. "Women are capable of top performances in all sports and performance levels. However, many still have reservations when it comes to participating in our marathon. That's why we want to further increase their visibility at the Ötztaler Cycle Marathon," Heike Klotz explains. Measures such as same-sex transfers of starting places, ensuring that reserved starting places are actually filled by women, are intended to further reduce existing barriers. "To all the women out there: have the courage to participate," Klotz urges.

Sustainability remains an integral part of ÖRM

The Ötztaler Cycle Marathon continues to pursue its established path when it comes to sustainability. As a partner event of Green Events Austria, environmentally friendly organization is a top priority. "Electric vehicles will again be used along the marathon course this year. At the same time, we are further expanding public transport options. Public buses now run throughout Ötztal every half hour," explains Dominic Kuen. Additionally, the event increasingly centers on regional partners and producers, sustainable starter packages, short transport routes, regional food and catering as well as a comprehensive strategy of reusable cups. "Our main aim is to gradually close the event's ecological loop by naturally integrating sustainability into all aspects," Kuen says.