

# BRANDS' ACTIVATIONS

20-21-22  
SEPTEMBER  
2024  
GIRONA | COSTA BRAVA

DURING THE FESTIVAL

<b>CONTINENTAL</b>	<ul style="list-style-type: none"><li>• Tire sale: Buy 2 tires, get one for free + tire mounting for free</li><li>• Questionnaire: Fill out Conti questionnaire and get a free goodie</li><li>• Tire Holding contest - The person who holds the tire the longest wins a set of tires</li></ul>
<b>GALFER</b>	<i>Lucky roulette: we will be giving away Galfer gadgets almost every hour. All you need to do is follow us on Instagram and you will have a prize for sure.</i>
<b>POC</b>	<i>Safety Helmet Check: 'service' We will check our customers' POC helmets for signs of wear and tear that compromise safety. After internal discussion only POC helmets can be tested, as we cannot certify the safety of other helmets.</i>
<b>SHAD</b>	<i>Easter Egg by Shad Bikes: The activity consists of finding a gift card that we will hide around the fair. We announce the location on our social media and the person who finds the card can come to the stand to exchange it for the winning product. We hide one card per day and it would be great if you could share the initiative in the programme or see how we can get people involved.</i>

12:45H | **GARMIN** *Solarider - 1st Training Stand*

13:15H - 14:00H | **CASTELLI** *Autumn/Winter Collection presentation to the media: we will invite national and international media to a presentation that will be carried out by our brand manager in Spain, Portugal and Andorra, most probably joined by Ashleigh Moolman-Pasio and Samuel Sánchez.*

16:30H - 17:30H | **CNL TECHNICAL STUDIES** *DJ Marvin*

16:00H - 18:00H | **ABUS** *visit of Paul Voß and Ulrich Bartholomeus*

17:00H - 18:00H | **CASTELLI** *Wine tasting: with Marta Cortizas, sommelière at El Celler de Can Roca, and several riders from the BUFF@ Megamo team. Open to the final public after registration.*

17:00H - 19:00H | **SHIMANO** *Shimano Roulette*

17:00H - 17:25H | **LANZAROTE SPORTS DESTINATION** *Podcast interview with Carlos Verona, in collaboration with Volata, at the Lanzarote Sports Destination Stand.*

17:30H | **GARMIN** *Solarider - 2nd Training Stand*

17:30H - 19:00H | **LANZAROTE SPORTS DESTINATION** *Interaction with the public, including a photo session with Carlos Verona and autograph signing, at the same stand.*

17:00H | **ANDREANI MHS** *Demonstration of mounting and dismounting of Öhlins suspension parts*

TARDE | **CANYON** *Social Ride with Movistar Team*

17:00H | **ANDREANI MHS** *Demonstration of mounting and dismounting of Öhlins suspension parts*

17:30H - 18:30H | **GOBIK** *Interviews with Valverde, etc. from Movistar Team*

18:30H | **GARMIN** *Interview with Ramona Gabriel*

19:00H | **SHIMANO** *Lazer Coyote Helmets Raffle*

**SURYA BIKEPACKING** *Tasting: Speciality coffee for those who pass by your stand.*

FRIDAY 20

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**MAÑANA | CANYON** *Social Ride (Only Girls): Pica pica, cafe. With ambassador Laura*

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**TARDE | CANYON** *HAPPY HOUR: (initially for Demo and Marathon Cup participants with a voucher. Then open to all)*

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**10:00H | GARMIN** *Solarider - 3rd Training Stand*

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**11:00H - 12:00H | CASTELLI** *Workshop Latte Art Café: with the collaboration of Mahogany and the presence of a professional rider from Soudal Quick-Step. Open to the general public after registration. The guys from Mahogany will join us at other times during the event, but only to cover internal activations.*

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**11:00H - 13:00H | POC** *CHILDREN'S BIKE SAFETY CHECK: We will have a mechanic checking the basic safety of children's bikes (chains, brakes, tyre inflation, etc...).*

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**11:00H | AJUNTAMENT DE GIRONA** *Cycling and Health Talks: IS THE CYCLING WE DO HEALTHY FOR THE HEART? by Marc Gelmà, from the cardiac rehabilitation unit of Centre Cenic.*

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**11:00H - 14:00H | SHIMANO** *Shimano Roulette*

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**11:30H | GARMIN** *Solarider - 4th Training Stand*

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**12:00H | ANDREANI MHS** *Demonstration of mounting and dismounting of Öhlins suspension parts*

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**13:00H | SHIMANO** *Lazer Coyote Helmets Raffle*

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**14:00H | MUC OFF** *ambassador Gemma Corbera to sign her posters*

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**15:00H | SHIMANO** *Lazer Coyote Helmets Raffle*

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**15:30H | GARMIN** *Interview with Movistar Pro Team*

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**16:00H | AJUNTAMENT DE GIRONA** *Talks Cycling and Health: OSTEOPATHY IN CYCLING by Sergi Pla, physiotherapist and osteopath at Centre Cenic.*

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**16:00H - 19:00H | SHIMANO** *Shimano Roulette*

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**17:00H | ANDREANI MHS** *Demonstration of mounting and dismounting of Öhlins suspension parts*

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**17:00H | SHIMANO** *Lazer Coyote Helmets Raffle*

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**17:00H - 18:00H | ABUS** *Poster Signing: Movistar team at the stand to sign posters so that everyone can take pictures with them.*

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**17:30H | AJUNTAMENT DE GIRONA** *Talks Cycling and Health: SPORTS PERFORMANCE AND REST IN CYCLING by Jordi Extremera, sports director and trainer at Centre Cenic.*

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**17:30H | JULBO** *Social Ride*

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**19:00H | SHIMANO** *Lazer Coyote Helmets Raffle*

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**17:00H - 20:00H | GRAN FONDO WORLD TOUR** *Sobre Rodes Podcast by Gran Fondo World Tour®: on the terrace of the stand the recording of the podcast Sobre Rodes. Several guests will be present during the 3 hours, live recording and subsequent launching on the main platforms.*

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SUNDAY 22

10:00H - 13:00H | SHIMANO *Lazer Coyote Helmets Raffle*

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11:00H - 13:00H | SHIMANO *Shimano Roulette*

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11:00H - 13:00H | POC *CHILDREN'S BIKE SAFETY CHECK: We will have a mechanic checking the basic safety of children's bikes (chains, brakes, tyre inflation, etc...).*

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11:30H | GARMIN *Solarider - 5th Training Stand*

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12:00H | ABUS *Raffle: draw for a pair of signed Movistar Team helmets*

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13:00H | SHIMANO *Lazer Coyote Helmets Raffle*

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17:00H | ANDREANI MHS *Demonstration of mounting and dismounting of Öhlins suspension parts*

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ALL DAY | POC *Raffle: Please stop by the stand to scan the QR.*

To see all the activations we invite you to follow our brands and follow their social networks and ours for updates and news.