**PRESS RELEASE – TOUR OF SLOVENIA**

**Ahead of the 24th Tour of Slovenia – The "Fight for Green" Commences**

**This year's twenty-fourth international cycling race Tour of Slovenia takes place 15 – 18 June 2017. "Fight for green" is the latest powerful as well as multifaceted slogan of the tour, which on the one hand, directly refers to the battle for the leader's jersey – this will now be green and not yellow as before – and in the broader sense instructs people to "keep our planet green". An important milestone with the event is also the live coverage of the Tour of Slovenia by Eurosport, which will reach 113 million cycling enthusiasts from around the globe.**

**Live Coverage of the Tour of Slovenia By Eurosport**

With Telekom Slovenia, d.d. remaining the steadfast general sponsor of the Tour, a special partnership relating to the organization and execution of this year's race has been forged between the main organizer of the Tour, the Adria Mobil Cycling Team, their long-time sponsor, Adria Mobil, d.o.o., and the Slovenian Tourist Board (STB). In agreement with a total of 13 partners, including the public agency SPIRIT Slovenia, Turizem Ljubljana, the Institute for Cultural Events and Tourism Celeia Celje, Unior, the municipalities of Koper, Slovenska Bistrica, Rogaska Slatina, Zreče, Novo mesto, Slovenske Konjice and Žalec, this year also saw the signing of the contract with the most watched European and global television sport network Eurosport on live coverage of the Tour of Slovenia.

**113 Million Cycling Enthusiasts From 99 Countries to Watch the Eurocast Coverage**

This year's race will be seen by 113 million cycling enthusiasts across Europe, Asia, Africa and the Middle East, reaching over 99 countries around the world. The image of green Slovenia will give even more credence to the legitimacy and meaningfulness of this type of "battle" when the international cycling event is broadcast to the world in mid-June on one the most watched television sports channels.

**More Than 130 Riders from 17 Teams, Including Five From the Elite World Tour Group**

The 650-kilometre tour takes place in four stages: the first one is set between Koper and Kočevje, the second one will encircle Ljubljana starting and finishing in the Slovenian capital city, the third stage, which is the hardest and most likely the decisive one, will be held on the Celje – Rogla route, and the last one is set on the Rogaška Slatina – Novo mesto route. Around 130 riders from 17 teams (that have registered so far) will battle it out for the leader's green jersey. Five of the teams are from the elite World Tour group.

**Slovenia As a Tourism And Business Destination with 5\* Holiday Experiences**

On the press conference held on 4 May 2017, **the** **director of the Slovenian Tourist Board, Maja Pak** highlighted the particular importance of placing the Tour of Slovenia on an international sports channel – also viewed as an extremely important aspect of the promotion of Slovenia as a tourist and business destination that offers active vacation experience of the highest quality and provides visibility of Slovenia through its natural resources.

*”High-profile sporting events such as the Tour of Slovenia cycling race and live broadcasts on the global Discovery network, i.e. Eurosport, are of exceptional importance for positioning Slovenia as an excellent destination for sports tourism, sports preparation and the organisation of international sporting events. Slovenia is a country of world champions and also a land of superb five-star active tourist experiences. Pristine nature, favourable climate, good infrastructure for active vacations and expert knowledge and skills place us among the increasingly popular destinations for the organisation of high-profile sporting events, sports preparation and active holidays. We have thus decided to participate in the broadcast and promotion of the cycling race in partnership with tourist destinations and other institutions. The promotion of Slovenia through live broadcasts of the race and the intensive advertising of Slovenia and the particular destinations in which the race takes place, is compliant with the promotion of Slovenia as a green, active and healthy sports destination, attractive for sports preparation and providing active holiday opportunities for visitors and citizens alike,”* **Mag. Maja Pak**, Director of the Slovenian Tourist Board.

**More information available at:**

<http://www.tourofslovenia.si/en/>

[www.slovenia.info/en/make-new-memories/embark-on-an-adventure-eurosport](http://www.slovenia.info/en/make-new-memories/embark-on-an-adventure-eurosport)

[www.adria-mobil-cycling.com](http://www.adria-mobil-cycling.com)