Press release

**Cycling Ambassador of Slovenia**

**Thrilled by the beauties of Slovenia**

**Ljubljana, 1 June 2017 – On Tuesday, 30 May, cycling enthusiasts, who applied for the Cycling Ambassador of Slovenia tour, arrived to Slovenia. The tour is being organised by the Slovenian Tourist Board (STB) in the context of cooperation in preparations for the 24th Tour of Slovenia. Among the numerous applications received, STB chose 6 adventurers from the Netherlands, Italy, Germany, the Czech Republic and Great Britain. In the context of the free 6-day tour of Slovenia, the cycling ambassadors cycled through the historic centre of the country's capital Ljubljana and enjoyed a picnic in Tivoli Park. On the second day, they put on head torches and explored the mysterious underworld accompanied by an experienced guide. You can follow their adventures** [**online**](https://www.slovenia.info/en/cycling-ambassador-of-slovenia)**.**

*"I'm a true adventurer. I have undertaken numerous trips alone with my backpack. I've already explored Morocco, Mongolia and Vietnam. I've learned a lot on my trips and got to know the hidden corners of different countries. I'm very pleased that I was chosen for the cycling journey across Slovenia. I'll never get tired of travelling, as I want to explore and see the whole world,"* said **Filippo Salvioni, a 33**-**year-old tourist guide and director**, who is one of the chosen ambassadors. The ambassadors are documenting their journey at all times with a camera and you can follow their adventures online via the [STB website](https://www.slovenia.info/en/cycling-ambassador-of-slovenia) and on their social networks and blogs. *"Already after two days of cycling and exploring Slovenia, all the ambassadors are charmed by the green country and its capital. I loved the traffic-free centre of Ljubljana and underground cycling in an abandoned mine. We are all anxiously awaiting the new adventures and destinations that have been planned for the next days,"* said cycling enthusiast and **photographer** **Danielle van der Speek from the Netherlands**. On the third day of their visit, the ambassadors will split into groups and get to know the EDEN destination – the Sočava Region, Maribor and the **wine-growing region of Slovenia** by cycling though Prlekija, and Jeruzalem and discover the natural beauty of the Posavje Region. This will be followed by an exploration of the **Karst, Goriška Brda and the Coast**, while on Saturday, they will take part in the Red Bull cycling hill climb race to the Vršič pass with legendary Pony bikes. The final stop of the adventure will be a visit to the subalpine gems **Bled and Bohinj**.

**I feel SLOVEnia**

The cycling ambassadors come from Italy, Germany, the Netherlands, Great Britain and the Czech Republic. The German public will learn about Slovenia from radio journalist **Petra Martin**, who, in addition to cycling, also loves winter and water sports. For her show *Backpack Radio (Rucksackradio)* she has already travelled to and explored Denmark, Scotland, Estonia and Bavaria. Now, it's Slovenia's turn. **Adam Kožoušek**, **a student of construction from the Czech Republic**, who spent a semester in Ljubljana as an exchange student, has also joined the journey. He was enthralled by the green and bicycle-friendly Ljubljana during his first visit. Cycling is perfect for him, as he has already travelled Slovenia's alpine and coastal cycling trails and even participated in the Franja cycling marathon. "*The feeling of cycling through an abandoned mine with only a head torch is indescribable*, says **Adam** in his [video](https://www.slovenia.info/en/cycling-ambassador-of-slovenia) on the second day of the journey.

Two adventurers from Great Britain, **Mariah Mathew, reporter for *The News and Travel*** (TNT) **magazine** and **blogger Rachel Wilson** also joined us on the cycling journey. *"I can imagine sitting with an ice cream in hand along the Ljubljanica River reading a book,"* says Mariah.

Blogger **Rachel Wilson** emphasised that *"food is an important part of every journey, as it is the best way to get to know the culture and tastes of a country. I've been to 30 countries and will soon tick off Slovenia. It will be a pleasure to write about it on my Living the Veggie Life blog."*

**Fight for Green**

The cycling ambassadors will feel, taste and see Slovenia just before the start of the Tour of Slovenia, which will be held from 15 to 18 June 2017, with approximately 140 cyclists from the so-far registered 19 teams from 4 continents, including cyclists from five World Tour professional cycling teams. The first to reveal the names of the cyclists was the German Bora – Hansgrohe with the **Polish Rafal Majka**. For the first time the tour, organised under the Fight for Green logo, will be broadcast by the most watched European and global television sport network Eurosport.

**Additional Information**

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