



## Peter Sagan at the FSA Bike Festival Riva del Garda

With great excitement, the organizers of the FSA Bike Festival Riva del Garda announce that they will be welcoming Peter Sagan, a renowned cyclist, as a guest at the Bike Festival. Peter is one of the most famous names in road cycling, having won numerous titles, and will be at the starting line in this year's Specialized Bike Marathon. Peter Sagan will also be present at the Expo Area, during the presentation of the new Specialized Epic 8 on the main stage or at the Specialized booth for a Meet & Greet.

### Schedule with Peter Sagan

#### Thursday, May 2nd:

5:00 PM: Bike presentation of the Epic 8 on stage together with Christoph Joch (Specialized Category Lead MTB).

#### Friday, May 3rd:

1:00 PM: Epic Ride out, registration and start at the Specialized booth.

5:30 PM: Presentation of the elite riders on stage.

#### Saturday, May 4:

7:30 AM: Start of the Specialized Bike Marathon.

4:00 PM: Awards ceremony for the Ronda Grande and Ronda Extrema.

6:00 PM: Meet and Greet at the Specialized booth.

Stefan Schowalter, Event Manager Specialized Germany, is excited: "With Peter, we have a very special athlete on board. He has long been an icon in the world of road bikes and now competes on the mountain bike for Specialized - which many will surely see as a challenge. We are looking forward to the weekend with great anticipation."

Further information, the festival program and registration for side events are available on the official website of the FSA Bike Festival Riva del Garda: [www.bikefestivalriva.com](http://www.bikefestivalriva.com).






## About the FSA Bike Festival Riva del Garda

The 30th edition of the FSA BIKE FESTIVAL RIVA DEL GARDA will take place next year from May 2nd to May 5th, 2024, and promises plenty of novelties. Alongside the tried-and-tested EXPO-Area featuring numerous exhibitors and testing opportunities, the side events will thrill both professional riders and hobbyists alike. On the organizational front, there have been significant changes for the anniversary edition, while maintaining established traditions. Going forward, the local tourism board Garda Trentino assumes the role of organizer. Moreover, the sports marketing and event agency YUNIQUE from Hamburg has been confirmed for event production and marketing.

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