



CHIA LAGUNA
SARDINIA

Chia Laguna, Sardinia, Announces its Chia Sport Week from 21st – 29th April 2018



Sporting Events Include the Cycling Chia Gran Fondo and Chia Sardinia Triathlon 70,3 and Chia Laguna Half-Marathon

January 2018 // This spring, [Italian Hospitality Collection](#) invites athletes to take part in a thrilling week of high-octane sporting events during [Chia Laguna's](#) very first Chia Sport Week. Events will include Chia's inaugural cycling Gran Fondo on Wednesday 25th April 2018, the Chia Sardinia Triathlon 70,3 on Saturday 28th April 2018 and the annual Chia Laguna Half-Marathon on Sunday 29th April 2018.

Following the 600 triathletes in the Half-Triathlon in 2017, and the 3,200 runners in the Half-Marathon, 2018's events are set to be bigger and better than ever before.

On Wednesday 25th April, guests can take part in Chia's cycling Gran Fondo event. For the first time, the exhilarating bike ride will see participants cycling 126km along Sardinia's deserted outback and stunning, panoramic coastline.

Saturday 28th April will see guests swim 1.9km in Sardinia's stunning waters, bike 90km along the island scenic southern coast and run 21km through undulating closed roads and the breath-taking Chia Beach, voted Italy's most beautiful beach two years in a row. There will be also a Sprint Distance for a less competitive race.

The Chia Laguna Half-Triathlon is the third half-triathlon to take place at the resort in southern Sardinia, Italy. It is expected to be one of the biggest events in the Italian triathlon season.

On Sunday 29th April, participants of the Half-Marathon will line up to run a 21,097 metre race along Sardinia's world-famous coast on closed roads. Turquoise waters, white sand dunes, a

lagoon home to pink flamingos and an ancient Spanish tower will act as the accompaniment to the challenging yet beautiful run.

Marcello Magnani, Race Director for the Chia Laguna Half-Marathon has provided some top tips on how to prepare: *“If you already have a good level of aerobic fitness – for example, if you already train three or four times per week – you can secure a great half marathon time in three months or less. To improve your time, you should run between 10 and 14 km each time you train, concentrating on improving your aerobic resistance. Try a heart rate monitor to keep track of how hard you are working. In the final few weeks before the race period, try to run once a week for between 18 and 22 km, at the time of day when your race will take place.”*

“Don't forget to practice drinking while running – it's harder than it looks! You'd be surprised how many people end up wasting precious seconds on the day whilst rehydrating.”

The semi-Olympic swimming pool at Chia Laguna's Hotel Baia will provide athletes with plenty of space for some last minute-training, while therapists at the Chia Natural Spa will be on hand to ease aching muscles following the three events.

From the 21st April, Chia Laguna will also be hosting a series of non-competitive races and events for sports fans of all ages and abilities.

These three competitions provide a unique opportunity for guests to participate in high-level sport, while savouring Chia's stunning natural surroundings. Exclusive to Chia Sport Week, the resort will be offering special hotel packages for athletes who want to take time out and relax with their friends and family.

Rates for Chia Laguna resort between 21st – 29th April 2018.

SPECIAL 3 NIGHT-OFFER. Starting from € 110,00 per person per night in double room. Rates are full board (beverages not included), per person, per night in a double room. A minimum stay of 2 nights is required.

Early Bird race entry rates for the Chia Laguna Sardinia Triathlon 70,3 for bookings made before 15st February 2018 are €180,00 per person and €195,00 for bookings made before 31th March 2018.

Early bird race entry rates for the Chia Laguna Half-Marathon are €22,00 for bookings made before 31st January 2018 and €29,00 for bookings made before 31st March 2018. To book email: info@followyourpassion.it

FB: @followyourpassionita

IG: followyourpassion_ita

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For further press information please contact one of the team at Grifco PR on 020 7751 8010 or email Flora Beaumont flora@grifcopr.com, Marielle Ruiz marielle@grifcopr.com or Laura Mee laura@grifcopr.com

About Italian Hospitality Collection:

Italian Hospitality Collection is a world-class hotel, resort and spa brand that provides rich, authentic experiences for avid travellers who seek to feel loved, cherished and indulged in a genuine Italian lifestyle. Created in December 2014, Italian Hospitality Collection aims to be ambassador of the Italian culture, art and nature, with its collection of exclusive hotels in landscapes of excellence: Chia Laguna in Sardinia, with its unique crystal-clear waters and Fonteverde, Bagni di Pisa and Grotta Giusti in Tuscany, the country of thermal spas, history and unique wine routes.

Website: www.italianhospitalitycollection.com