**MAPEI IS UCI MAIN SPONSOR FOR THE 2020 UCI ROAD WORLD CHAMPIONSHIPS**

*Imola (Emilia Romagna, Italy), from the 24th to the 27th of September*

**Mapei** is continuing to support the\_Union Cycliste International (UCI) as its **Main** **Sponsor** for this year’s **UCI** **Road World Championships** that will take place in Imola - Emilia-Romagna, Italy.

This event, which was supposed to be held in Aigle-Martigny in Switzerland from the 20th to the 27th of September, will now focus on Elite races for both men and women in compliance with governmental and UCI safety regulations.

From the 24th to the 27th of September the Mapei logo will appear all along the race route on banners, panels and arches and also as a backdrop at prize-giving ceremonies, press conferences and interviews. Mapei will also be visible on all the communications materials.

The Mapei Motorhome will be available throughout the entire event, and there will also be a Hospitality Area to welcome guests, who will get the chance to watch all the races from an exclusive location while enjoying a bespoke catering service.

**The event will be broadcast on leading TV channels worldwide** across five continents. In Europe it will be shown on Eurosport, and both **RAI** (Italian State Television Service) and **Eurosport** will be broadcasting the Road World Championships in Italy.

*“Mapei is very happy this year’s UCI Road World Championships will be held in Italy, a country that has an important cycling tradition, shared also by Mapei”* ***Squinzi Family*** *declared “Mapei’s participation as UCI Main Sponsor confirms the strong bond of the Company with this sport which has always supported sharing the same values. Values which are an intrinsic part of the Company’s DNA as well as of our family. We hope this event could become a new starting point for Italy and sport in general in these difficult times”.*

After first taking part in the Road World Championships in 1999, when it sponsored the time trial races held in Treviso and the road races that took place in Verona, Mapei has been working with the UCI every year since 2008 as its Main Sponsor.

Mapei and the Union Cycliste Internationale (UCI) share the same distinctive values of cycling, which are an intrinsic part of Company’s **DNA**: **hard graft**, **constant teamwork** and **determination** to take on new challenges. These shared values and the passion for cycling so deeply engraved in the building industry led the company to start sponsoring a professional cycling team in 1993, which went on to win a total of 654 races over the years and make Mapei a household name all over the world.

Founded in 1937 in Milan, Mapei now has 90 subsidiaries, including the parent company, in 57 countries and 83 production facilities in 36 countries spread across five continents, a consolidated turnover in 2019 of €2.8 Billion and more than 10,500 employees around the world.

The foundations for the success of the Company are Specialisation in the world of building by offering certified products and systems to meet the requirements of clients and market demand; Internationalisation to be more in tune with local needs and to reduce transport costs to a minimum; Research & Development, which receives the most support from the Company in terms of both investments and human resources. Mapei has always been fully aware of the impact the company has on the environment and on society in general and, over the years, the three cornerstones of the Mapei philosophy have been joined by Sustainability as an essential driver behind the continuous development of the Company.

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