

Comitato Colli di Coppi – Piazza Candido Cannavò, 2 I 5051 Castellania (AL)

www.lamitica.it info@lamitica.it collidicoppi@lamitica.it

The “Committee for the Appreciation of the Itineraries of the cycling holidays of the “Hills of Coppi” is a social promotion association. Its principle objective is to promote the area in which Fausto and Serse Coppi were born and raised, through the sport which made them.

Those of us who live in this part of the world are committed not only to our great culinary traditions, but also to preserving the memory of our two most famous sons. Fausto Coppi and the painter Giuseppe Pellizza da Volpedo are famous the world over, but it’s illustrative that neither strayed far from the region of their birth. They remained firmly attached to this place because it was here, in its values and customs, that their respective identities were formed. Thus our own sense of self is informed not only by this land, but also by an innate passion for cycling. That’s an implicit part of Fausto’s legacy, but in celebrating him we shouldn’t forget the other iconic riders who emerged from hereabouts. The great Giovanni Cuniolo was Italian road cycling’s first champion, Luigi Malabrocca *maglia nera* at the Giro d’Italia twice in succession. These two have acquired mythical status, and alongside Coppi they inspire our work day in and day out. Our aim is simple; to acquaint the world with our region through cycling. It’s one of the few sports in which all the family can take part, which requires no particular infrastructure, and which allows us truly to live and breathe the great outdoors.

What are we trying to do?

We organize “LaMITICA”, a cyclo-tourist event run off in the hills, in which the participants use vintage bikes to honour Coppi’s legend. We decided upon the name “LaMITICA” because it best encapsulates the legend that was Fausto, but also because in so doing we reaffirm the bond between cycling and its landscapes. Of late a number of these historical events have appeared, so much so that they now represent an authentic “movement”. They’ve captured the imagination not only of sportsmen and women, but also of journalists, local administrators and business leaders.

The nature of the events encourages the idea of “slow” cycling in preference to competition. In so doing they promote not only metaphysical wellbeing, but also an appreciation of the environment and landscape. This dialogue between the participants and nature is further enhanced by their enjoyment of local food and wines *en route*, which in turn helps to create a genuine bond between them and the territory.

Cycling, then, is an ideal vehicle for promoting local history, customs and shared values. It’s deeply rooted here, and our aim is to use “LaMITICA” as a catalyst for articulating our regional identity. Furthermore we’re working to realize a number of cycle paths for those wishing to use Fausto’s hills for training, racing, or simply for recreational use. Be they serious athletes or families, racing bikes or “standard”, we welcome and encourage all-comers to join us. We’re also blessed with a number of the legendary “white roads” of yore, and they traverse the villages and farmsteads which were the bedrock of Fausto’s extraordinary career. To ride them is to be acquainted with his world, but also with near total silence.

Mercifully and wondrously, there is virtually no traffic here, but that’s not to say we’re not productive. Our farmers, restaurateurs and merchants are busy all-year-round, but they have an implicit responsibility to both promote and protect the land which provides their livelihood. Almost without exception they have chosen excellence over quantity, and our food and wines are testament to the fact. In addition to all of the above, we organize seminars, lectures, exhibitions and cultural events. They are fundamental to the promotion of our area, its customs and products, but also in encouraging the exchange of information and experiences. In essence we retain a profound love for these hills, and we invite you to experience them, to live them with us and, we hope, ultimately to make them your own. They offer a limitless natural, historical and artistic patrimony, all set in a truly stunning natural environment. And of course the *Campionissimo* himself.

We’re waiting, and Fausto is waiting. We look forward to seeing you very, very soon...