



Bkool and Elite team up for a new eRacing cycling league

Join the Elite Cup on Bkool, complete the league and win prizes for grabs!

With all regular races and outdoor training activity postponed due to the coronavirus lockdown, **Elite join forces with Bkool** to make the most out of your indoor training with a new online cycling league, the **Elite Cup “Rise Up/Ride Fast”!**

The objective of this league is giving a clear message to all our community of cyclists. We're not alone in this, we will rise up and though we might replace high fives with fist pumps, we will come back to cycling. The faster we ride, the quicker we'll be there. Let's take this all quarantine training to the next level.

The Elite Cup kicks off on **Monday, May 4** and last for one month. It will feature six routes, with one route being activated every five days.

The league will be starting **from the island of Sicily**, as it would have been for the 2020 Giro d'Italia in Italian territory, **up to Cesenatico**, the perfect and symbolic frame to remember Marco Pantani.

Other routes include some of Italy's most scenic landscapes. **Passo Gavia** in the Italian Alps, one of the most famous climbs in Europe, will be one of those.

The Elite Cup will be ridden on **Bkool** of course.

Bkool's virtual technology recreates the real conditions of each race route, allowing cyclists to compete with each other like in real life.

The league will feature amazing **prizes up for grabs** for 3 users who will manage to ride on all six routes. We're talking about a **complete Elite cycling kit** that includes 1 Elite jersey for the first rider to be drawn, 2 Vico Carbon bottle cages + 2 Fly water bottles combo for the second, and 1 set of Ozone cycling creams by Elite for the third.

An additional winner among users who will complete the league and own an Elite home trainer will be drawn to win 2 Leggero Carbon bottle cages, one of the world's lightest cages, and 2 digital print personalized Fly bottles!

Sign up at **Bkool.com** to join the Elite Cup! Everyone is invited!

In the spirit of solidarity, if you're not a Bkool user you'll also be able to sign up and take part in a league for free.

We may not be outside riding, but we're always inside the game.

#RiseUpRideFast

About Bkool

Bkool is a Spanish technology company that focuses on Indoor Training Simulators. The company offers a platform in which various races from all over the world can be explored virtually, in your own home. Bkool's technology gives people an opportunity to experience cycling races first-hand on their smart trainer.

Imagine transporting yourself anywhere in the world and riding with hundreds of friends without leaving your living room. Sounds good, right?

More info: www.bkool.com