



**Press Release  
From Allegra Tourismus  
For Livigno/Alta Rezia**

**Bormio 11.02.05**

**Hans "No Way" Rey new Spokesman for Alta Rezia**

At the ongoing World Championships of Alpine Skiing in Bormio, Italy, Hans Rey was introduced as the new spokesman for the Alta Rezia bike resort.

For Hans "No Way" Rey the potential of Alta Rezia was the decisive argument to enter this partnership. According to Rey, Alta Rezia is the region in the Alps, which has the most potential to be developed and turned into an attractive bike destination for cross country riders as well as freeriders. During the upcoming summer Rey will be in the Region on various occasions, including as the host of the Mountain Bike and Trials World Championships in Livigno, starting the day 28 of August 2005.

With the engagement of the most famous biker in the world, Alta Rezia sets a clear sign towards its goal to become the number one bike destination in the Alps. Next to Rey's value as a spokesman and promoter of the area, Alta Rezia can also profit from his immense experience. Therefore, Hans "No Way" Rey will not only carry the name of Alta Rezia out into the world at fairs, festivals and the trips of his Adventure Team, but also assist the region in the building of new trails and bike parks and the development of the region to the leading bike destination.

**Livigno leads the way to a multiregional project**

By the time as Livigno won the campaign for the Mountain Bike & Trials World Championships 2005, a bike specific tourist development plan was introduced. In its first year, all bike trails were registered by GPS, new trails were build, 11 bike hotels were recruited and new events were born along with the first promotional activities in the bike sector. Livigno has chosen the mountain biker as its main focus for summer tourism and is determined to enlarge its bike offer on a wide scale.



A year after the project's start in Livigno, the same concept is now being introduced to the surrounding areas. This concerns the Upper Engadin (St.Moritz, Pontresina) parts of Valtellina (Bormio, Santa Caterina, Tirano) and the Valley of Poschiavo. The goal of the project is to develop within the next 3 years the bike destination called Alta Rezia, where all the biker's needs are met.

### **External bike experts run the project**

Fadri Cazin of the company Allegra Tourismus set up the partnership between Alta Rezia and Hans "No Way" Rey. With his company Cazin ran the booming bike hotel Stelvio in a small side valley of the Engadin, where he learned the basics of bike tourism. Others might know Cazin as the inventor of the Bike Gourmet Tour, where bikers visit the best gourmet chefs around St.Moritz.

Today, Cazin doesn't run his hotel anymore and Allegra Tourismus focuses on the consulting business, specialized on bike tourism. He works for tourist organizations, municipalities, hotels and lift companies. (Also Livigno and Alta Rezia, see above)

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