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## CHASING CANCELLARA 2018 with 9 destinations

Press release 25th January 2018, Rickenbach LU – **Chasing Cancellara steps in its second year and awaits with numerous news. There are three different race formats and totally nine events whereat for the first time a meeting with the cycling icon Fabian Cancellara is possible outside of Switzerland.**

The result doesn't stand in the foreground at Chasing Cancellara. It isn't anymore about professional sport but about a joint ride with the double olympic champion in an animated scope. The event format had been extended after the successful start in 2017 with nine races planned in 2018. Included are special treats like the event on the Yas Marina Circuit in Abu Dhabi, the new created Pavé-Classic in the historic centre of Solothurn or the mountainous challenge in the Alps of vaud.

Not only the destinations are new but also the event formats: Mountain Ride, Team Challenge and Chased by Cancellara. Beside the well-known masst start races up a mountain, there is new a team time trial where in a team of two can be ridden against Fabian Cancellara. In Mallorca, Denmark and Follonica takes place the „Chased by Cancellara“ format. In this format, the Swiss cycling legend will be the last over the starting line and tries to overtake as many riders as possible. For the final, the Cornècard Cancellara Challenge in Lugano, are the starting positions only available on invitation or through top results at the previous events.

„We are looking forward to give many fans with Chasing Cancellara the opportunity to meet their idol“, means Armin Meier, CEO of the Human Sports Management AG. Also Fabian Cancellara is proud about his event format: „The result is absolutely secondary. I want to give with Chasing Cancellara the many with different proficiency levels a joint experience with a breath of race feeling. The fun and the joint time in fantastic regions of Switzerland and other countries should rank first.“

More information to Chasing Cancellara also under:

[www.chasingcancellara.com](http://www.chasingcancellara.com)



## Chasing Cancellara – Facts & Figures 2018

**Development** Chasing Cancellara took place for the first time in 2017 and offers the possibility to hobby riders and companies for a comparison and at the same time for a ride out with Fabian Cancellara. Who manages to overtake the champion or to beat his time? Different interesting formats like Mountain Ride, Chased by Cancellara or Team Challenge awaits the participants. The Human Sports Management AG and Fabian Cancellara have each 50 per cent of the rights.

Race calendar	9th March	Mallorca, ESP	Chased by Cancellara
	20th March	Yas Marina Circuit Abu Dhabi, UAE	Team Challenge
	4th May	Bike Days Solothurn	Team Challenge
	24th June	Distentis – Andermatt	Mountain Ride
	19th August	Aigle – Villars-sur-Ollon	Mountain Ride
	26th August	Aarhus, DEN	Chased by Cancellara
	2nd September	Kopenhagen, DEN	Chased by Cancellara
	8th September	Follonica, ITA	Chased by Cancellara
	22nd September	Cornèrcard Cancellara Challenge Lugano	Mountain Ride

### About Human Sports Management AG (HSM)

The Human Sports Management AG (HSM) was founded in fall 2015 and stands under the leadership of Armin Meier as CEO and founder. The company sets the focus on the professional support of top athletes and the organisation of mass sport events. HSM pursues the goal to become the leading agency in the sectors Human Sports Events and Athletes Management. After the take-over of the MTB serie Swiss Bike Cup, was the Trojka Energy Spartacus Run one of the first events of the company history. The cyclists Fabian Cancellara, Silvan Dillier, the young Swiss wrestling talent Michael Bächli as well as the junior world champion in pole vault Angelica Moser trust in the expertise.

HSM is in possession of Armin Meier and of the PHIDA Invest SA, to which also the Grand Chelem Event SA belongs which is the leading agency in Fench-speaking Switzerland. HSM is in close contact on different levels.

### **For more information, please contact:**

Human Sports Management AG, Wetzwilerweg 1, 6221 Rickenbach

Simon von Allmen

E-Mail: [sva@humansports.ch](mailto:sva@humansports.ch)

Mobile +41 78 732 12 66