

Nice, 5 July 2024

THE VILLAGE RAISES THE CURTAIN ON THE 32ND EDITION OF L'ÉTAPE DU TOUR DE FRANCE

A 14,000-strong field will tackle a 138 km route between Nice and the Col de la Couillole in the 2024 edition of L'Étape du Tour de France, scheduled for Saturday, 6 July. The start Village opened its doors in Nice on Thursday, bringing 75 exhibitors and loads of activities and performances to entrants and visitors —an opportunity to have an incredible time with friends, family or other fans.

Key points:

- Start village open at Jardin Albert 1^{er} Place Masséna Nice (entrance on Esplanade Jacques Cotta) from Thursday, 4 to Saturday, 6 July: free admission
- 75 exhibitors showcasing their latest cycling products and services and providing expert advice
- Focus on women in the Village, with a dedicated space (activities, performances, debates, tips, games and more), and on the road, with female road captains leading allwomen groups
- · Free secure bicycle parking where visitors can drop off their bicycles to enjoy the village
- Three days of free activities for a fun experience

Come Saturday, 6 July, thousands of amateur cyclists will set out to live an extraordinary adventure on the roads between Nice and the Col de la Couillole, two weeks before the Tour de France pros tackle the exact same course. A 138 km route through the Alpes-Maritimes department awaits, peppered with a total elevation gain of 4,600 metres and multiple ascents, which include the Col de Turini and the summit finish. The 14,000 entrants and 65,000 visitors expected to get involved in the event started to discover the L'Étape du Tour de France start Village on Thursday, 4 July. Many came for their race numbers and stayed for the numerous activities. The village, free for everyone to enter, is a prime spot to indulge in the love of cycling. More than **75** exhibitors from numerous sectors (bicycles, equipment, apparel, nutrition, dietetics, tourism, etc.) are showcasing their latest products and services throughout a **12,000 m²** venue.

Its round-the-clock programme of activities and performances for children and grown-ups (fan corner, Wall of Names, etc.) makes the Village a full-blown celebration of cycling. Moreover, the stage of the Tour de France is broadcast on a giant screen every day from 4 pm. A food court and relaxation area decked out in the colours of the Tour de France is the ideal place to stretch out the experience.

A village with a women's area

In a historic first, a "Women's area" has been set up in the L'Étape du Tour de France Village to encourage women to participate and support female entrants. This space is open to everyone and will set the stage for a wide range of activities and performances on Thursday and Friday.

- Conferences about women's cycling (FFC coach, pro cyclist, tips, course recommendations by the road captains)
- Photo and video booth to cheer for the 2024 entrants and photo booth to create souvenirs and share pictures on social media
- Exhibition of the four distinctive jerseys of the Tour de France Femmes avec Zwift
- "We are the femmes" sticker and tattoo hand-outs
- Quizzes with prizes up for grabs
- Speeches by Team Hutchinson (fourteen female participants whose lives have been transformed by cycling)

PRESS RELEASE



In another first, three female road captains will lead an **all-woman group** starting from the Promenade des Anglais (opposite Le Negresco, on the side closest to the sea). These three road captains will be part of start waves 10 (starting from the gathering point at 7 am), 13 (starting from the gathering point at 7:15 am) and 15 (starting from the gathering point at 7:30 am).

A secure parking area to keep bicycles safe

To streamline the flow of people around the Village, no bicycles are allowed inside it. A secure parking area has been set up on Quai des États-Unis so that entrants and visitors can drop off their bicycles and make the most of the activities, performances and stands. This service is free of charge. Entrants can also leave their bicycles overnight (Friday to Saturday) in the night-time parking area before the village closes at 9 pm and retrieve them before entering the starting pen (night-time parking area opens at 5:30 am).

Partners extend a friendly hand to entrants

True to L'Étape du Tour de France, the partners are returning to the Village with a massive haul of new products, services and activities. Julbo is rolling out an electric new capsule for this summer of sport, jazzing up its most iconic sunglasses with new fruity hues. Three exclusive sunglasses (Fury, Density and Frequency Blaze Series) hand-picked from among the best sellers of its high-performance range will come bundled with accessories in the same tones as the capsule to mark the occasion.

The **Santini** area will also have fans spoilt for choice with its L'Étape du Tour 2024 collection. **Shimano** will be providing technical support both on the road and in the Village.

THE VILLAGE

Jardin Albert 1^{er} — Place Masséna — Nice Entrance on Esplanade Jacques Cotta

Thursday, 4 July: 10 am to 8 pm
Friday, 5 July: 10 am to 9 pm
Saturday, 6 July: 10 am to 6 pm

(no race number collection from the Village on Saturday)

Pasta party

Once their finisher medals are dangling from their necks, it will be time for the participants to bask in the limelight of their success and tuck into the traditional pasta party. It will take place in Beuil, at the foot of the Col de la Couillole. It will be open to finishers from 11:29 am.

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