

Paris, 13 September, 2024

9 to 13 October 2024

STRETCH OUT THE SUMMER WITH SPORTS AT THE ROC D'AZUR CIC

Key points:

- The Roc d'Azur CIC is returning next month for its 40th edition, which will take place in Fréjus from 9 to 13 October.
- 3 new items on the programme: [road cycling with the Ekoï Cyclo Roc](#), the [Canyon Rando Gravel Origins](#), and the [Rando d'Azur Électrique](#), an electric-assist version of the Roc d'Azur CIC.
- **Digital debut:** Roc d'Azur CIC to be broadcast live on the digital platforms of the Roc d'Azur CIC and La chaine L'Équipe on Sunday, 13 October.
- **300 exhibitors** await visitors eager to discover, share and enjoy new things in the village from 10 to 13 October.
- They are with us: **CIC** title partner, **Delta Plus** official sponsors, and **Juste Bio** official supporters.
- Get the [media kit here](#).
- [Press accreditations](#) are open [here](#).
- [Registration](#) is still open on [time to](#).

LESS THAN ONE MONTH TO GO!

Just a few more days to go until the cycling family gathers in Fréjus to celebrate 40 years of the Roc d'Azur CIC. Just a few more days to dive back into the special atmosphere of an event that has ticked every box for enthusiasts for four decades. From mountain bikers, naturally, to anyone who loves being on two wheels, whatever their level or riding style. In recent years, it has even broadened its horizons, adding triathlon, trail running and hiking to the mix to the delight of outdoor sports aficionados. Just a few more days left to savour a final dose of summer and soak up the jaw-dropping scenery of the Les Maures and Esterel massifs, which serve up picture-postcards backdrops for the races of the Roc d'Azur CIC!

FOCUS ON MOUNTAIN BIKING AND CYCLING IN EVERY DIMENSION

Mountain biking lies at the origins of the Roc d'Azur CIC and will always be its heart and soul. Naturally, the [Roc d'Azur CIC](#) on Sunday remains the highlight of the week, featuring some of the top XC mountain bikers in the world plus over 4,000 amateur riders on the start line. It is also the fifth and final stage of the [Delta Plus Roc Trophy](#), a ranking for those who love a challenge, taking on a new race every day, 5 races in total!

The [Ford Roc Marathon](#), stretching over a record-breaking 102 km, the spectacular [CIC Roc Ruelles Fréjus](#), the rides through the Les Maures massif, ranging from 8 to 48 km ([Alltricks Rando Noire](#)), as well as through the Esterel massif since 2022 (from 30 to 48 km), and the family-friendly events ([Rando Famille](#), [Kid Roc](#) and [Kid Roc Draisienne](#)) are the other cornerstones of the Roc d'Azur CIC.

Even so, the event has always changed with the times. Electric-assist MTBs made their first appearance in 2017 and quickly become a key part of the event, with numerous rides, including the [Shimano Rando Noire Électrique](#) (48 km). This year, for the first time, the [Rando d'Azur Électrique](#) (the last wave of the Roc d'Azur CIC) will let electric-assist MTBs join in and tackle the same course as the [Roc d'Azur CIC](#). Gravel riding has also carved out a spot in the event line-up with the [Canyon Rando Gravel Estérel 70 K](#) and the [Canyon Gravel Roc](#) (70 km). Joining the festivities this year is the [Canyon Rando Gravel 40 ans](#), which will get under way in Ramatuelle, near the spot where, back in 1984, seven riders set out to tame the inaugural edition of the event.

To sate the hunger of road cyclists, this year the Roc d'Azur CIC is introducing the [Ekoï Cyclo Roc](#), a tough 131 km ride with an elevation gain of 1,900 metres through the heart of the Var hinterland.

You can find all the latest news and the full sporting programme in the [media kit](#).

ROC D'AZUR CIC IS OUTDOOR SPORTS CENTRAL

The programme features an unprecedented range of activities and a massive selection of events, so everyone can have their own Roc d'Azur CIC experience tailored to their style, skill level and preferences. Outdoor triathlon fans are in for a treat with the **Tri Roc**. Meanwhile, the **trail runs** and **hikes**, which have been a favourite since their introduction, will once again take runners and hikers around the breathtaking Rocher de Roquebrune-sur-Argens.

EVERYONE GETS TO SPOT THE NEW TRENDS FREE OF CHARGE AT THE VILLAGE

The Roc d'Azur CIC also hosts a village with free admission for everyone where experts in cycling, outdoor sports, tourism and innovation come together. It is the ideal forum for getting fantastic tips and discovering new trends. There are also many activities to enjoy and create unforgettable moments.

The Village is crafted to complete the Roc d'Azur CIC experience. Having all the leading brands here turns the village into a major attraction and a key milestone for fans.

With almost 300 exhibitors (40% cycling gear, 27% bicycles, 18% tourism, 8% nutrition and health, and 7% apparel), entrants, their companions and other fans will discover a wide range of bicycles, accessories, gear and nutritional products. Visitors can get expert advice from professionals spanning all areas of cycling and outdoor activities. It is also the perfect spot to meet elite athletes, who will be at various stands and mingling with their fans —a great way to soak up the friendly vibe of the Roc d'Azur CIC!

Please refer to the [media kit](#) for details on the activities.

WELCOME ON BOARD

The Roc d'Azur is evolving into the Roc d'Azur CIC. Its new title sponsor, CIC, will support the event's social and responsible initiatives, which have been a priority for the Roc d'Azur CIC for several years and has been involved for a number of years in educational initiatives for the very young. As a sponsor of many road races nationwide, CIC's involvement underscores its dedication to supporting major popular events.

Our new partner Delta Plus, the French leader in personal protective equipment (PPE), is joining forces with the Roc d'Azur CIC. In particular, Delta Plus will be sponsoring the legendary Roc Trophy, now known as the Delta Plus Roc Trophy, and will run a 50 m² stand at the village. It is also an opportunity to meet the MTB champions Laïs Bonnaure and Noa Filippi.

Juste Bio, a family business founded in 2000 and based in Carpentras, has become the new official supporters to the Roc d'Azur CIC. Juste Bio is an SME with its roots firmly planted in the local area, with a strong human touch and a resolute focus on innovation. The brand offers responsible dried fruit and seeds, in line with its commitments: healthy, tasty and delicious products, sold in bulk to reduce food waste and polluting packaging. Participants in the Roc d'Azur CIC will be able to discover the brand's products at the refreshment posts during the various events.

MEDIA KIT



Get the digital version of the media kit [here](#).

PRESS ACCREDITATION NOW OPEN

Please submit your accreditation request on the [platform](#).

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