

THE VUELTA A ANDALUCÍA "RUTA DEL SOL"

WILL ROLL FROM THE 19TH TO THE 23RD OF FEBRUARY 2014

The 60th anniversary of the mythic "Ruta del Sol" 2014 will take place from Wednesday to Sunday, going back to its traditional 5 stages.

Deporinter, the organising company of the Andalusian tour, faces the 60th edition of the Vuelta a Andalucía with effort and illusion. Yet another year, the Cuevas family and their team of professionals are hard at work innovating and improving their "star" event.

With a genuine philosophy in which each positive contribution is considered and integrated, Deporinter still believes and does all the necessary effort to promote cycling through its "star" event: the "Ruta del Sol", which is described by the Ruta's CEO, Joaquín Cuevas as ***"the major sport, cultural, social, touristic and commercial event of Andalucía"***.

In order to celebrate its **60th anniversary**, different decisions have been taken to improve the event at all stages.

As first improvement, **the Vuelta a Andalucía "moves"**, which means that the race will be scheduled from Wednesday 19th until Sunday 23d February instead of the traditional Sunday - Thursday model. The reason is to make it easier for the public to enjoy the race in the different stages or to follow the event on TV, as a weekend is included.

Another important news is the fact that **the Ruta recovers its five stages**.

In the past edition, and due to financial issues, a stage was cancelled. Next year, and thanks to the hard work and input of Deporinter's team, five days of race is programmed. Deporinter is designing a race with: an individual time trial, 2 climbing stages, a long distance stage and one specially developed for sprinters.

Only a few points of the stages have to be confirmed to have this attractive "puzzle" in place, the cyclers will ride through Andalucía's eight provinces, which is a real effort for cyclers and organisation if we consider that Andalucía is Spain's second largest community with an extension of 87.000 km².

And last, but not least, a live programme of each stage will be broadcasted to more than 59 countries and in 20 languages, thus making its way to 130 million homes. This is, without a doubt, the best platform to promote institutions, sponsors and collaborators through this cycling event.