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PRESS RELEASE

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The legendary Lugano Bike 66, ridden by mountain bike champions Nino Schurter and Filippo Colombo.

With its new spot, Lugano Region continues its on-going promotion of mountain bike trails around Lugano.

Throughout 2020 it's full speed ahead for the collaboration between Lugano Region and Olympic and multiple World Champion Nino Schurter, a testimonial for this great mountain biking destination. Together with the Ticino cyclist Filippo Colombo - U23 Vice World Champion 2019 - he is again the star of the new video for the MTB segment.

This engaging, fun video features Nino Schurter riding along various sections of the Lugano Bike nr 66. He clearly enjoys the numerous fascinating distractions that he encounters along the route, "The legendary Trail," which covers most of the region and criss-crosses many other official mountain bike trails. Here he meets Filippo Colombo, the young U23 Vice World Champion 2019 hailing from Ticino. The new spot aims to highlight one of Switzerland's finest regional trails and to reveal the countless opportunities to discover the local area. These trails wind their way past typical Ticino villages, mountain huts and traditional restaurants where at the end of the day there's nothing better than stopping off to enjoy local food or sipping Ticino's top-notch wine at one of the many wineries. Through the other characters seen in the video, you share the feeling of wellbeing and fun which visitors seek during their holiday: a quick dip in the lake, an *aperitivo* by the lakeshore or an ice cream whilst strolling along picturesque lanes.

Lugano Region has played a great role in developing the wonderful range of trails over the last ten years. Distribution of the new promotional video is designed to emphasise their strategic importance for MTB aficionados. With the cooperation of these two outstanding sportsmen who have also chosen the Lugano area for their regular training sessions, the aim is to put this destination on the mountain biking map for local and international riders alike. With its awesome trails, bike friendly hospitality and services and sports events, the area is hard to beat.

We hope you enjoy the video! Please share it through your channels and you might even get to experience the adrenaline thrill of a MTB trail!

Link to [Youtube](#)