

## **JSH HOTELS COLLECTION PARTNERS WITH TREK SEGAFREDO**

### **The group reconfirms its link with the world of cycling**

Milan, March 17, 2017

**JSH Hotels Collection**, the Rimini hotel management group with a portfolio of 18 hotels and resorts in some of the most beautiful destinations in Italy, Switzerland and Austria, now becomes partner with the **Trek Segafredo** global professional cycling team.

All **JSH Hotels Collection** resorts are bike-friendly and offer services and proposals dedicated to both the professional and the amateur cyclist; hence the perfect conditions for an important partnership like this one with **Trek Segafredo**.

In major Italian cities such as **Rome, Milan, Bologna, Florence**, you will find the business hotels of the group, always highlighted by various leisure opportunities and entertainment venues.

*"The love of the bicycle is in the DNA of JSH" - declares Raniero Amati, CMO and co-founder of the JSH Hotels Collection Group - "Our facilities are ideal starting points to visit the area while riding a bicycle and we are working strongly to implement more and more services for cyclists. We work to promote the use of the BIKE and share our passion with our guests. This year, among other things, we will host the "Bikenjoy" MTB competitive circuit at our various facilities".*

*"This new partnership with such a prestigious team as Trek Segafredo enables us once again to strengthen the link with the world of cycling, providing our hotels and resorts to accommodate the athletes and their team during training and racing." - concludes Mr. Amati.*

**Trek Segafredo** is a global professional cycling team that competes at the highest level with the utmost passion and respect to the sport. Weaved around unique, rich personalities that create perfect unity, the team is open, engaging and welcomes all to come experience the grit and glory of professional cycling.

*"We are very happy that we could partner up with JSH Hotels Collection as an official partner of Trek-Segafredo for the next two years. This is our first stay in the Ripamonti Residence & Hotel Milan, and we immediately felt welcome. JSH understands the needs of cyclists and offers us the facilities and the space to prepare in tranquillity and serenity for Milano-Sanremo. I am sure we will find the same atmosphere when we go to other hotels of the JSH Hotels Collection later this year." - states Luca Guercilena, Trek Segafredo General Manager.*

The team, which boasts athletes of the caliber of Alberto Contador, John Degenkolb, Giacomo Nizzolo and Ivan Basso as one of the sport directors, will compete in the Milano-Sanremo race tomorrow, March 18, which will start just a short distance from the Ripamonti Residence & Hotel Milan, where the JSH Group has hosted the athletes and is holding the press conference before the race, today on March 17, where the official announcement of the partnership is officially announced.

FOR FURTHER INFORMATION:

[www.jsh-hotels.com](http://www.jsh-hotels.com)

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#### ABOUT JSH HOTELS COLLECTION

*Jsh Hotels Collection is a young and dynamic Italian group specialized in hotel management. The mission is to offer high emotional experiences. Seeing the waves of the sea, walking in the most important historical centers of the Italian art cities, speaking every day with satisfied people are the key to vacation, business and sport in the JSH approach. In Tuscany, Sardinia, Upper Engadine, Sicily, Salento, Veneto you can live unique experiences in captivating 4 and 5 stars holiday destinations, places to relax and play sport, enjoy good food and true well-being. All JSH resort are bike friendly and offer services and proposals dedicated to both the professional and the amateur cyclist. In the major Italian cities such as Rome, Milan, Bologna, Florence, are the business properties of the group, always animated by various leisure opportunities and entertainment venues. The quest for excellence and guests' satisfaction, the will to offer top services and cutting-edge facilities in respect of a typically-Italian spirit, complete the vision of JSH Hotels Collection.*

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