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# IT'S TIME TO LEVEL UP WITH THE TOUR OF WATOPIA

## ZWIFT'S MOST REWARDING TOUR OFFERS DOUBLE XP DURING ALL TOUR OF WATOPIA EVENTS

Zwift, the global online fitness platform, has today announced the return of the Tour of Watopia for 2021. The popular stage event returns with five stages, all offering double XP for both cyclists and runners, starting on 29 March.

The Tour of Watopia (ToW) allows riders and runners to fast forward the rewards with double XP. ToW offers opportunities for new Zwifters and seasoned veterans alike. If you've recently joined and have been looking to unlock Alpe du Zwift, there is no better chance than now! If you've earned the Drops but you're still waiting to turn Level 33 to spend the Drops on the Specialized S-Works Venge, get registered for a few events and see those XP points climb. Everything about the Tour of Watopia is in double time. Zwifters will also earn double the kits, with the first kit unlocked after completing one stage and another available after completing all 5 stages.

Never done a group ride or run before, or looking for something at a more social pace? Tour of Watopia Rookies Rides and Runs are led by some of the most knowledgeable Zwifters, participants can learn the how-to's of a group event while earning Double XP. The rides are kept between 1.0 w/kg to 1.5 w/kg in order to encourage everyone to stay together. Runs will also be kept at a slower pace.

XP tracks the progression through the game, allowing riders and runners to level up. Levelling up grants Zwifters with Level unlocks, for example runners can unlock a sun visor for their avatar at level 7. With higher levels also increases options to buy more equipment from the DropShop, allowing Zwifters to upgrade their bikes or wheels to tackle those climbs even faster. Zwifters can also unlock the notorious Alpe du Zwift climb once they reach level 6.

The Tour of Watopia takes place between 29th March and 29th April. More information, including details of how to take part in each stage can be found at [zwift.com/tour-of-watopia](https://www.zwift.com/tour-of-watopia).

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## ABOUT ZWIFT

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts, experienced video game developers, and disruptive thinkers. Play is in our DNA and we know fun fuels results.

Zwift utilizes massively multiplayer online gaming technology to create rich, 3D worlds ripe for exploration. Join thousands of cyclists and runners in immersive playgrounds like London, New York, and Paris as well as our very own Watopia.

Our app connects wirelessly to exercise equipment: bike trainers, treadmills, and more, so your real world effort powers your avatar in the game.

From friendly races to social rides and structured training programs, Zwift unites a diverse community in pursuit of a more fun, immersive and social fitness experience.

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