

Successful end to the season: Charity cycling initiative Team Rynkeby raises 9.7 million euros for seriously ill children

Nieder-Olm, September 28, 2021: This year's Team Rynkeby charity cycling event raised a total of 9.74 million euros for seriously ill children. This exceeded last year's result by 11 percent. The European charity cycling initiative Team Rynkeby, which has been supported by the Eckes-Granini Group as a partner and main sponsor since 2016, collects donations for good causes every year. Due to the ongoing Corona pandemic and the resulting cancellation of the season's highlight, a joint tour to Paris, the national teams again organised regional tours this season. 2,057 cyclists and 457 volunteers, distributed among 59 local teams in Denmark, Sweden, Norway, Finland, the Faroe Islands, Iceland, Germany and Switzerland, were able to achieve a remarkable donation result during the national tours.

Europe-wide commitment for seriously ill children

As every year, the proceeds go to local partner organisations that help seriously ill children and their families. As in the previous year, the Swedish team collected the highest amount of donations with about 3.5 million euros. The money goes to the two organisations Barnecancerfonden (The Childhood Cancer Foundation) and Barnhjärnfonden (The Childhood Brain Foundation). In Germany, two teams participated in the tour: Team Rynkeby - hohes C Flensburg and Team Rynkeby - hohes C Nieder-Olm. Together with the German participants of Team Rynkeby Europe they were able to collect 281,114 euros for the German Childhood Cancer Foundation.

Strong performance under difficult conditions

During the ongoing pandemic, the riders covered around 60,000 kilometres this year. "The teams have shown another year how much commitment they have for seriously ill children. With a great deal of passion and flexibility, the cyclists and supporters were able to achieve a great result for a good cause," says Tim Berger, CEO of the Eckes-Granini Group.



Jørgen H.K. Jepsen, CEO of the Team Rynkeby Foundation, also looks back on the end of the season with satisfaction: "20 years ago, the Team Rynkeby project was initiated by an employee of Rynkeby Foods, which today belongs to the Eckes-Granini Group. Since then, the campaign has become an international charity cycling initiative and continues to grow. Every year, some 3,000 people participate in the project in our nine active countries and raise around 10 million euros. Our dream is to continue to increase the amount raised and to welcome even more participants on board - for the benefit of children all over Europe." In 20 years, Team Rynkeby has raised just over 75.4 million euros for good causes.

Big plans for the coming season

While Team Rynkeby is announcing this year's result, the cycling teams are already starting the new season. A new Team Rynkeby Belgium will start in Brussels in the 2021/2022 season accompanied by two new German teams in Berlin and the Rhein-Ruhr region. Next year, some 2,087 riders in 65 teams from nine countries will thus put on the yellow jersey to achieve another great fundraising result.

More information on Team Rynkeby: <https://www.eckes-granini.com/en/sustainability-alt/people/team-rynkeby/>

About the Eckes-Granini Group:

Eckes-Granini is the leading supplier of fruit juices and fruit beverages in Euro-pa. For the independent family-owned company headquartered in Nieder-Olm, Germany (Rhineland-Palatinate), the focus is on committed and competent employees, strong brands in the areas of juices, fruit beverages and smoothies, and a long-term strategic orientation with sustainable value creation. Today, Eckes-Granini operates mainly in Europe with its own national companies and strategic partners and generates annual sales of 873 million euros with a total of 1708 employees. The company's foundation is formed by the internationally renowned premium brands *granini* and *Pago* together with strong national and regional brands for juices and fruit beverages. Consumers in 80 countries worldwide and especially in Europe know and appreciate our fruit juices and the variety of fruit beverages.



About the Team Rynkeby project

Team Rynkeby is the flagship project of the Eckes-Granini Group. Launched by employees of the Danish company Rynkeby Foods A/S, it is today the most successful charity cycling team in Europe. Numerous helpers volunteer their time to support 59 local teams from Denmark, Sweden, Finland, Norway, the Faroe Islands, Iceland, Germany and Switzerland. The initiative also receives corporate support from well-known sponsors from business and industry in addition to the main sponsor Eckes-Granini Group and its Rynkeby, God Morgon and hohes C brands.

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