

**Team Rynkeby's charity cycling tour to Paris in July 2020 is getting closer**

**Over 1,000 new bicycles on their way to the teams of Europe's largest charity cycling initiative**

Nieder-Olm, Germany, November 2019. As of recently, the yellow bicycles have once again been making the trip to the 57 regional teams in eight different countries. Delivery of the bikes to new participants marks the start of preparations for Europe's biggest charity cycling event. From July 4 to 11, 2020, the yellow bicycles will be on their way to France. A total of some 2,100 riders, supported by over 500 volunteers, will set out on the long journey to Paris for a good cause and, through their commitment, raise donations for children with severe illnesses. Team Rynkeby is being supported by the Eckes-Granini Group as main sponsor. In the 17 years since the initiative was started, donations have been received to the tune of EUR 56 million. For participants, volunteers and sponsors, the focus here is clearly on the shared goal of making a positive contribution to fighting serious pediatric diseases. A positive side-effect: The intensive training during preparation and the actual tour to Paris boosts participants' own health.



### **EUR 10.6 million in donations for children with severe illnesses**

The year 2019 already marked a huge milestone for Team Rynkeby. In a joint effort, a record amount of over EUR 10.6 million was collected for the purposes of therapy and research into severe diseases in children. “This impressive and truly unique result would not have been possible without the tireless efforts of all those involved throughout Europe,” said Thomas Hinderer, Chairman of the Eckes-Granini Group. “What we have achieved so far is an inspiration, motivation and commitment for us to carry on supporting this great initiative. We will continue to support the daily struggle of these young patients and, through Team Rynkeby, to advocate research into a wide range of treatment and prevention options.”

„It goes without saying that, this year once again, we hope to raise a large amount for research into all aspects of pediatric diseases. It’s a good feeling to know that, through our involvement with Team Rynkeby, we are playing a vital role in helping the children affected and their families who must take up the struggle against insidious illnesses and for their own survival on a daily basis,” says Peter Andersen, General Manager Rynkeby Foods A/S and Chairman of the Board of the Team Rynkeby Foundation.

### **Social commitment is a core value of the Eckes-Granini Group**

The Eckes-Granini Group not only demonstrates its social responsibility through its financial support of the initiative but has also enshrined this aspiration in the company’s core values. In its sustainability strategy, social commitment – whether inside or outside the company – is defined as one of a total of six pillars. The other pillars focus on sustainable juice, climate protection, packaging optimization, healthy nutrition and the workforce.



### **An initiative takes Europe by storm**

What was brought to life in 2002 by employees of the Danish company Rynkeby Foods A/S to help children with severe illnesses has meanwhile evolved into an initiative that steadily continues to grow. Whether in Sweden, Denmark, Finland, Norway, the Faroe Islands, Iceland or Germany and now also Switzerland, cyclists are gathering everywhere to make their way to Paris. Their aim is to raise as much money as possible in the form of donations, sponsorships or material support among prestigious sponsors from business and industry as well as organizations and private individuals.

### **Team Rynkeby – New benchmarks for children’s health**

There is another highlight on the horizon in 2020: Team Rynkeby Europe, newly made up of riders from four other countries, is currently converging. This year, Eckes-Granini will once again cover a large part of the infrastructure costs, while the sportsmen and women will pay their own way. This will ensure that all donations go entirely toward the good cause.



# **ECKES** granini

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About the Eckes-Granini Group:

Eckes-Granini is the leading producer of fruit juices and fruit beverages in Europe. The independent, family-owned enterprise based in Nieder-Olm, Germany (Rhineland-Palatinate), is dedicated above all to its competent and committed employees, its strong brands in the juice, fruit-beverage and smoothie segments and its long-term strategic focus on sustainable value growth. Today, Eckes-Granini operates with its own subsidiaries and strategic partners in Europe, employs a total of 1,725 people and posts annual net turnover of EUR 985 million. The internationally renowned premium brands granini and Pago as well as a number of strong national and regional juice and fruit-beverage brands form the foundation for the Group's business activities. Consumers in 80 countries around the world, and especially in Europe, have come to know and appreciate our fruit juices and our wide selection of fruit beverages.

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