

**Cycling to Paris for a good cause:**

**German team starts for Team Rynkeby, the largest charity cycling initiative in Europe.**

Nieder-Olm, 30 June 2019. For the first time ever, 55 cyclists representing Team Rynkeby – hohes C departed from the market square in Nieder-Olm for Paris today as part of Team Rynkeby, the largest charity cycling initiative in Europe. This year, some 2,100 cyclists from seven countries are taking part in the tour to Paris in a demonstration of support for critically ill children. The start was accompanied by a supporting programme featuring such prominent speakers as CDU Bundestag Member Ursula Groden-Kranich, Alexander Bahn, Member of the Board of the Deutsche Kinderkrebsstiftung, and Dr Kay Fischer, General Manager of Eckes-Granini Deutschland. The cyclists from Germany will meet with those from 53 other teams representing the other six countries in Paris on 6 June to celebrate the arrival of the entire team, many of whose members will have travelled well over 1,000 km on their bicycles. Team Rynkeby's goal for this year is to pass the 10-million-euro mark in donations.

**The idea: cycling for a good cause**

Team Rynkeby is a European lighthouse project devoted to a good cause. Initiated by employees of the Danish firm of Rynkeby Foods A/S, Team Rynkeby currently comprises 2,100 hobby cyclists and 500 helpers representing 54 local teams from Denmark, Sweden, Finland, Norway, the Faroe Islands, Iceland and Germany. Rynkeby Foods A/S, God Morgon and hohes C cover all of the basic project costs, thus ensuring that all donations collected are passed on to local organizations in full. Team Rynkeby – hohes C supports the Deutsche Kinderkrebsstiftung in Germany. Other sponsors from the business and industrial communities participate as well.



Team Rynkeby collected donations amounting to EUR 9.4 million on behalf of organizations devoted to helping severely ill children in 2018.

**The cornerstone: an idea shared by colleagues**

The idea was born in 2002, when eleven cyclists from the Danish firm of Rynkeby Foods A/S rode from Denmark to Paris to witness the final lap of the Tour de France on the Champs-Élysées. Following the integration of Danish company into the Group in 2016, Eckes-Granini has promoted the progressive international expansion of the charity cycling initiative, which has been increasingly successful year after year. Not only are 2,100 cyclists participating this year – including numerous employees of the Eckes-Granini Group – but donations have increased progressively as well. Donations totalling more than EUR 45 million have been collected in support of children suffering from severe illness in the 17 years since the project was launched.

**The goal: the city of (cyclists’) love**

As in the Tour de France, Paris is the goal for Team Rynkeby. The teams will gather there at the Prairie du Cercle Sud in north-eastern corner of the city and pass through the prominent yellow gate.

About the Eckes-Granini Group:

Eckes-Granini is the leading supplier of fruit juices and fruit beverages in Europe. The independent family-owned enterprise based in Nieder-Olm, Germany (Rhineland-Palatinate) is focused above all on its committed and competent employees, powerful juice, fruit-beverage and smoothie brands and a long-term strategy devoted to sustainable profit. Eckes-Granini currently operates with its own national subsidiaries and strategic partners in Europe and achieved annual turnover of EUR 985 million with a total of 1,725 employees in 2018. The Group’s business foundation consists of the internationally acclaimed premium brands granini and Pago, complemented by strong national and regional juice and fruit-beverage brands. Consumers in 80 countries throughout the world and especially in Europe have come to know and appreciate our fruit juices and the wide variety of fruit beverages we offer.



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