

Germany to start with Team Rynkeby

hohes C founds the first German team for Europe's biggest charity cycling project

Nieder-Olm, July 2018. With Team Rynkeby – hohes C, Eckes-Granini is bringing the world's largest private charity cycling team to Germany. In doing so, the Eckes-Granini Group is supporting the ongoing international expansion of an initiative that was originally founded by employees of the Danish Company Rynkeby Foods A/S integrated in 2016.

With its yellow-and-black jerseys and bikes, Team Rynkeby is a familiar sight – and not only to cyclists from all over Europe. Every year, thousands of friends, relatives and fans gather at the Prairie du Cercle Sud in Paris to welcome the nearly 2,000 athletes who represent Team Rynkeby. They travel by bicycle to Paris from Denmark, Sweden, Finland, Norway, Iceland, the Faroe Islands and – starting in 2019 – Nieder-Olm as well. The world-famous charity campaign was launched in 2002, when eleven cyclists rode from Denmark to France during the last stage of the Tour de France to collect donations for colleague's child who was suffering from leukaemia. Donations amounting to 5,000 euros were collected that first year.

Pumping the pedals for a good cause: 48 teams – 1,900 cyclists – 500 helpers

Since then, donors and sponsors have contributed 35 million euros to the Rynkeby Foundation for severely ill children. 48 teams from Denmark, Sweden, Finland, Norway, Iceland and the Faroe Islands will make the epic journey to Paris in late June. 1,900 cyclists and 500 helpers will have amassed donations amounting to roughly 9 million euros by the time they arrive at the Prairie du Cercle Sud in Paris on Saturday, 7 July. Torsten Fröhlich, Director Controlling for the Eckes-Granini Group, will be riding



with the Danish team for the second time. “Do something good for yourself and for others as well. That is the basic idea that unites people with entirely different backgrounds within Team Rynkeby”, he explains. “Spending eight to ten hours a day on the road together is an experience for life.”

Support for international expansion

This initiative is now being implemented in Germany as well, with the support of hohes C. Team Rynkeby – hohes C will be starting from Nieder-Olm, bound for Paris, on 30 June 2019 to meet with the Nordic teams. “Team Rynkeby – hohes C is an essential component of our commitment to sustainability”, says Dr Kay Fischer, General Manager of Eckes-Granini Deutschland GmbH. Here we see people making a difference and moving something forward. As an employer, we think it’s important to establish a framework for this kind of engagement.” Following the acquisition of Rynkeby Foods A/S in May 2016, the Eckes-Granini Group also became the main sponsor of the largest charity cycling tour in the Scandinavian region. “We were impressed and delighted with this initiative from the very start and are now supporting the expansion of Team Rynkeby wholeheartedly”, explains Eckes-Granini CEO Thomas Hinderer. The company covers the costs of managing the Foundation and organizing the tour. The participants will pay the direct costs of participation, which amount to about 2,500 euros for each cyclist, and include a Bianchi Carbon racing bike, clothing and hotel accommodations.

Research funding for the Childhood Cancer Foundation

One-hundred percent of the funds collected from donors and sponsors will go to charitable organizations. Team Rynkeby – hohes C works with the German Childhood Cancer Foundation founded by the Deutsche Leukämie-Forschungshilfe, Aktion für krebskranke Kinder e.V., the umbrella association for regional parents’ initiatives, in 1995. This money will be



used above all in support or research in the treatment of cancer in children. “We are proud to make a contribution to helping children and families with hohes C”, says Philipp Hemmer, Marketing Director of Eckes-Granini Deutschland GmbH. The common goal for the years to come is to continue building Team Rynkeby – hohes C on the basis of the example set by our Nordic neighbours.

About the Deutsche Kinderkrebsstiftung: The Deutsche Kinderkrebsstiftung (German Childhood Cancer Foundation, DKS) was founded in 1995 by the Deutsche Leukämie-Forschungshilfe, Aktion für krebskranke Kinder e.V., the umbrella association for regional parents’ initiatives. The Foundation is engaged in support of efforts to combat cancer in children and youth, and seeks to help patients learn to cope with the disease. The DKS provides support and funding for clinical and patient-oriented research projects, and operates the “Waldpiraten-Camp” (Forest Pirates’ Camp) and the “Syltklinik”. Nearly all funds come from donations and membership dues. The DKS has been awarded the donor’s seal by the Deutsches Zentralinstitut für soziale Fragen (DZI).

About the company: Eckes-Granini Deutschland GmbH is a leading brand supplier in the fruit beverage market. With its top brands, including hohes C and granini, and its high quality standards, the company stands for enjoyment and health in equal measure. With over 500 employees at corporate headquarters in Nieder-Olm (Rhineland-Palatinate) and at production facilities in Bad Fallingbostal (Lower Saxony) and Bröl (North Rhine-Westphalia), Eckes-Granini is a modern family-owned enterprise devoted to traditional values coupled with effective environmental and sustainability policies. The extensive portfolio of products offered under the umbrella brands hohes C and granini is complemented by the FruchtTiger children’s brand and the YO Syrup range.

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