

Charity cycling initiative Team Rynkeby collects 8.7 million euros for children with critical illnesses

Nieder-Olm, 29 September 2020: The international charity cycling initiative Team Rynkeby, which has been supported by the Eckes-Granini Group as partner and main sponsor since 2016, collects donations for children with critical illnesses and their families every year. Due to the Corona pandemic and the cancellation of the highlight of the season, a joint tour to Paris, the country teams had to completely replan for the 2019/2020 season. Instead, they took part in independently organized, regional tours and were able to collect a total of 8.7 million euros in donations for a good cause.

As every year, the donations go to local partner organizations that take care of children with critical illnesses and their families. The highest amount of donations was collected by the Swedish team with a total of around 3.5 million euros. The money goes to the two organizations Barncancerfonden and Barnhjärnfonden. The German team was able to collect donations of 150,000 euros during this season, with the Eckes-Granini hohes C brand donating another 50,000 euros. A total of 200,000 euros will go to the German Childhood Cancer Foundation.

A major charity event in the middle of the pandemic

Team Rynkeby is one of the largest non professional charity cycling events in the world. This year, 57 teams from eight countries with about 2,100 cyclists and 525 helpers took part in the race, in compliance with local Corona regulations. For the first time, a Team Europe was also entered, with cyclists from all European national organizations of the Eckes-Granini Group.

Since the teams could not go to Paris in July as usual, the teams organized for the first time independently regional tours lasting several days, among others through Germany, Sweden, Norway, Finland and Denmark. In individual trainings the drivers kept fit during the temporary exit and contact restrictions, the driven kilometers were recorded with photos in a training app and shared with the team.



In this way the safety and health of the participants could be guaranteed even during the pandemic.

"With a lot of team spirit and heart and soul, the teams brought in new ideas to collect donations for children with critical illnesses even through the pandemic. It was a really great effort that paid off," says Tim Berger, CEO of the Eckes-Granini Group. "A big thank you therefore goes to all participants who showed how flexible, imaginative and motivated they are to work for this good cause.

Carl Erik Dalbøge, CEO of Team Rynkeby Foundation, also draws a positive conclusion despite the extraordinary course of the season: "This year has shown us that we don't give up and have a plan B, even in a crisis. The teams have grown even closer together and have shown great commitment. We are entering the new season better prepared than ever before - hopefully with the season highlight again, the trip to Paris".

Team Rynkeby records sponsorship

In the 2019/2020 season, Team Rynkeby was also able to set a sponsorship record: A total of 1,541 companies were represented on the jerseys of the 57 teams. This was the highest number of clothing sponsors in the history of the team. This is a strong sign of support and solidarity, especially during the Corona pandemic.

In the anniversary season 2020/2021 Team Rynkeby starts with one new team each from Germany and Norway as well as the highest number of participants in the team history so far. On the occasion of the 20th anniversary of Team Rynkeby, the riders will be wearing a new jersey with an anniversary logo.

Further information about Team Rynkeby can be found at <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 Europe. For the independent family-owned company with headquarters 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 primarily in Europe through its own national organizations and strategic partners. With a total of 1719 employees, it generates annual revenues of 921 million euros. The company is founded on 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 drinks.

About the Team Rynkeby project

Team Rynkeby is the flagship project of the Eckes-Granini Group. Created by employees of the Danish company Rynkeby Foods A/S, it is now the most successful charity cycling team in Europe. Numerous volunteers work for 57 local teams from Denmark, Sweden, Finland, Norway, the Faroe Islands, Iceland, Germany and Switzerland. In addition to the main sponsor, the Eckes-Granini Group and its brands Rynkeby, God Morgon and hohes C, the initiative also receives support from well-known sponsors in business and industry.

