



PRESS RELEASE



The new official Deutschland. Deine Tour. Jersey

This design will be the basis for the official event jersey for Deutschland.Deine Tour. After voting on the social media platforms Facebook, Twitter and Instagram, this entry for Germany's new Cycling Festival won by a narrow margin. "An exciting design, we look forward to seeing it put to use and also to meeting the designer this summer at the Tour de France this summer," said Claude Rach, Head of Business Development for the Amaury Sport Organisation (A.S.O.).

The voting of cycling fans for the most unique, exciting or simply best jersey for Deutschland. Deine Tour. Was a competition in which cycling fans, graphic artists, artists, designers, photo-shoppers and other creative persons could submit their ideas. "Deutschland. Deine Tour. Is a project to participate in, to experience - we started out with this idea and the response has proved us right," Rach said at the end of the #DeinTrikot action. "The trend is growing towards crowd action, that is, the community participates and has a lot of influence with its ideas. We are proud that we are the first event of this size to include the fans from the very beginning, in order to build Deutschland. Deine Tour. On the broad support of cyclists and cycling fans in Germany."

We also now have our first official "Tourmaker" for Deutschland. Deine Tour. On the website deutschlanddeinetour.de cycling fans can continue to provide us with their ideas. In the coming months, there will be more actions for Tourmakers to provide form for the new Cycling Festival. In addition to many participatory actions, Deutschland. Deine Tour also features a four-stage race for the professionals, for which the stage planning is already underway. "Here too we are happy to accept ideas, suggestions and applications on our website," Claude Rach added.