



Official Partner



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PRESS RELEASE

„kinder+Sport“ is official partner of the Deutschland Tour and the cycling classic Eschborn–Frankfurt

Bad Soden – April 13th, 2018. The “kinder+Sport” exercise initiative from Ferrero is a partner of the Deutschland Tour and the cycling classic Eschborn-Frankfurt. In addition to the “kinder+Sport Basketball Academy” and their support for the SportabzeichenTour, “kinder+Sport” is expanding its engagement to include a further sporting activity with this partnership – cycling for kids. “kinder+Sport” wants kids and young people to be enthusiastic about cycling and to motivate them for more sport and exercise.

As part of this new partnership, “kinder+Sport” will put on the “kinder+Sport mini tour” at the cycling classic Eschborn-Frankfurt on May 1 and the Deutschland Tour (August 23-26). The educational aspect of the “kinder+Sport mini tour” plans to lead kids to cycling through having fun. A large cycling “theme park” with various modules and riding courses offers kids the possibility to test their abilities on the bike and to improve under professional direction. In addition to that, the “kinder+Sport mini tour” also offers a kids race for children from two to five years old and the Junior Race at Eschborn-Frankfurt, as well as the Mini Tour races at all stages of the Deutschland Tour.

With “kinder+Sport”, Ferrero has initiated a global education program, which promotes an active lifestyle for children and young people and encourages the fun of exercise. “We are convinced that sport and exercise belong to a modern and health lifestyle. Cycling is especially ideal to promote coordination and motor skills in children. ‘kinder+Sport’ is an important part of our company’s social responsibility. Accordingly, we are happy to widen our engagement to Germany with the ‘kinder+Sport mini tour’ and the partnership with the races Eschborn-Frankfurt and the Deutschland Tour,” said Carlo Vassallo, director of Ferrero Deutschland.

Claude Rach, Director of the Gesellschaft zur Förderung des Radsports – the organizer of Eschborn-Frankfurt and the Deutschland Tour, added: “The concept ‘kinder+Sport’ accords totally with the goals which we are pursuing with the Deutschland Tour and Eschborn-Frankfurt. With both events we want to motivate people to ride their bikes. ‘kinder+Sport’ starts with the very smallest ones and shows that it can be fun to be active and to use the bike.”

Gael Caselli, Vice President Sport of the Anschutz Entertainment Group, said: “We are happy to have won a well-known partner in Ferrero, which has in our events discovered cycling as a new sport for ‘kinder+Sport’ and which understands its engagement as a true partnership. ‘kinder+Sport’ is a program which is actively involved in our events, helps to shape them and encourages our visitors to participate. That makes ‘kinder+Sport’ not just a one-time experience, but also sends an important message: Cycling is fun.”