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PRESSEMITTEILUNG

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## TK becomes name sponsor of the Deutschland Tour mass sport event

**TK Cycling Tour - with a new name starts this year the race for everyman and everywoman as part of the Deutschland Tour. This year's edition will take place in Bremen on August 27. Amateur cyclists can follow in the footsteps of the cycling pros on two routes.**

After starting as a health partner of the Deutschland Tour last year, Techniker is now expanding its commitment. Germany's largest statutory health insurance company will be the name sponsor of the TK Cycling Tour, the big race for amateur cyclists at Germany's biggest cycling event.

Every year, more than 3,000 enthusiastic race bike fans ride their own race at the grand finale of the Deutschland Tour. Before the world's best professionals fight for the overall victory of the Deutschland Tour, the amateur athletes are on the road around the overall finish location of the Deutschland Tour.

This year, the TK Cycling Tour will be held in Bremen on August 27. On two closed routes over 55 kilometers and 110 kilometers, the participants will experience the Hanseatic city and the region around the Weser. Cheered on by visitors, they ride through the finish of the professionals as the highlight of their race. The TK Cycling Tour offers racing debutants and ambitious cyclists a unique experience. The starting place can be booked at [cycling.deutschland-tour.com](http://cycling.deutschland-tour.com).

### **"When the bike tour becomes a challenge".**

All participants who are already insured with TK benefit several times over. In addition to the fun and personal challenge, the kilometers covered on the TK Cycling Tour can also be used for the TK-Fit Challenge. Those who cycle 40 kilometers in ten of the twelve weeks and answer the questions in the fitness lessons master the challenge and earn 1,000 points in the TK bonus program. Here, the commitment to health is rewarded - either with the payment of a health bonus or the TK health dividend. Simply start the TK app, activate the TK-Fit Challenge and take part in the TK Cycling Tour.

For TK, its involvement in the Deutschland Tour is a contribution to even more cycling enthusiasm. The health insurance company is promoting more exercise and everyday cycling around the TK Cycling Tour. To this end, TK is offering a wide range of information at the daily expos of the Deutschland Tour (August 23 to 27), where it will provide information on its services relating to prevention and sport.

### **About TK**

With over 11 million insured, Techniker Krankenkasse is Germany's largest statutory health insurance provider. Since 2016, it has been operating under the brand name Die Techniker. 14,500 employees are committed to providing TK policyholders with high-quality medical care. With numerous innovations such as the electronic health file TK-Safe, TK aims to drive digitization in the healthcare sector and play a key role in shaping a modern healthcare system. More information at [www.tk.de](http://www.tk.de).

### **About Deutschland Tour**



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The Deutschland Tour 2023 will take place from August 23 to 27. It starts in St. Wendel in Saarland and leads to Bremen on five race days. The cycling race attracts more than 500,000 visitors to the route every year and more than 5 million viewers to the screens in Germany alone. In addition, TV images of the Deutschland Tour are broadcast in 190 countries. 120 of the world's best professional cyclists will take part in the elite race, including German stars and Tour de France legends. The accompanying program, including the TK Cycling Tour and the "kinder Joy of Moving mini tour," moves more than 5,000 active cyclists every year. The Deutschland Tour is organized by the Gesellschaft zur Förderung des Radsports mbH, the German subsidiary of Tour de France organizer Amaury Sport Organization (A.S.O.).