



„kinder Joy of Moving mini tour“: Fun and action on two wheels

The "kinder Joy of Moving mini tour" gets children and young people excited about cycling. As an official partner of the Lidl Deutschland Tour, the initiative offers exciting activities for young cyclists from August 21 to 25, 2024 at the prologue and in all finish cities. Registration is now open!

The children's Joy of Moving wheel races:

Children between the ages of two and five can prove themselves in the balance bike race on the last 100 m of the professional course. It's not about speed or who crosses the finish line first, but about having fun. A surprise awaits all kids at the finish line.

The children's Joy of Moving Bike Parade:

The absolute highlight of the "kinder Joy of Moving mini tour" offers all kids between the ages of six and twelve the chance to ride a circuit together with other kids on the route that their idols will be riding a little later. All participating children also receive a cycling jersey as a gift.

All children can now register for the bike parade and the running bike race. Information on registration at: <https://www.kinderjoyofmoving.de/mini-tour>

The number of participants is limited - so be quick and join in.

The children's Joy of Moving bike adventure world:

Younger and older kids can test their cycling skills in a bicycle adventure world and improve them under professional guidance. For example, their behavior in road traffic is tested in a wheel and bike simulator. Whether slaloming or balancing over a ramp - the learning course provides lots of fun and great opportunities to experience cycling from a completely different angle.

Cycling expert and ambassador of the "kinder Joy of Moving mini tour" Jens Voigt accompanies all activities on site and gives the kids tips and tricks for cycling as well as important assistance for safe handling of the bike.

As a partner of the Lidl Deutschland Tour and the Eschborn-Frankfurt cycling classic, Ferrero's kinder Joy of Moving initiative has been motivating children and young people to cycle since 2018.

About kinder Joy of Moving:

kinder Joy of Moving is a Ferrero initiative that has set itself the goal of getting children and young people excited about sport and exercise. kinder Joy of Moving teaches children and young people to enjoy sport and offers them the opportunity to develop their sporting and personal skills through targeted training with professional support. kinder Joy of Moving has been an official partner of the German Olympic Sports Confederation since 2006 and supports the German Sports Badge. As a partner of the Eschborn-Frankfurt cycle race and the Lidl Deutschland Tour, kinder Joy of Moving has been committed to introducing children to cycling in a fun way since 2018. In September 2020, the initiative expanded its portfolio to include a partnership with the German Gymnastics Federation (DTB). The aim is to raise awareness of gymnastics and motivate children to do gymnastics. The new partnership with the Flying Steps Academy has formed the fourth pillar of the initiative since 2023 and, with the sport of 'dancing', is the ideal extension to get children excited about exercise. You can find more information at: www.kinderjoyofmoving.de



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