



PRESS RELEASE

Plan International Challenge – the charity ride for children's rights at the Deutschland Tour

Everyone can ride the Deutschland Tour? This is now possible thanks to a new fundraising campaign that was developed together with the children's aid organization Plan International. On each of the race's four stages, 10 teams of two riders bike just ahead of the elite peloton to collect donations for a project against child labor in Tanzania. According to the motto "Your stage for children's rights", the participants ride the entire route from the stage's start city, making it over the official finish line in time before the pro riders arrive. Registration for the limited spots in the fundraising campaign is now open: challenge.deutschland-tour.com.

As in the previous edition, the Deutschland Tour will again campaign for children's rights in 2021. Plan International is the official charity partner of Germany's largest cycling festival. The goal: children should have the same rights and opportunities worldwide so that they can grow up healthy and actively shape their future.

Plan International Challenge – your stage for children's rights

Ambitious cyclists can now prove that they can face two challenges: pedal hard and do good. In the Plan International Challenge, the riders first collect donations from friends and family, in their cycling club or at work, which go directly to the project "Protecting girls and boys from child labor". The ambitious goal: € 40,000 of donations to protect children in Tanzania!

Then an unusual sporting challenge awaits the participants: On each of the four stages of the Deutschland Tour, 10 teams of two riders start shortly before the world's best cyclists. There is a pro-race-atmosphere on the routes, when experienced guides and an official service vehicle accompany the exclusive charity peloton. The reward: watching the pro riders fighting for their stage win right on the finish line.

The collected proceeds from the Deutschland Tour donation campaign work directly on site: In northern Tanzania, Plan International is helping with the project to protect children from the extremely dangerous work in the gold mines as well as exploitative working conditions in the fishing industry on Lake Victoria and to prevent them from child labor. "Your stage for children's rights" is motto and motivation at the same time, because children should have access to schools and training opportunities again. Whether school materials for 4,000 children or bicycles for social work in the 63 villages in the project region - the Plan International Challenge works.

Registration is now available at challenge.deutschland-tour.com - the limited spots will be allocated in the order of registration.

About the Deutschland Tour

The Deutschland Tour is Germany's largest cycling festival. The four-day professional race and the hands-on offers in all stage locations attract more than 500,000 visitors. In Germany alone, more than 5 million viewers watch the live broadcast on ARD and ZDF - worldwide, the images go to 190 countries. On the Deutschland Tour, fans experience the German top stars and the international Tour de France elite up close. The event is a true festival around the bicycle and puts a special focus on the audience. In addition to thousands of tips on route planning before the race, 5,000 participants use the Jedermann Tour, the Ride Tour and the "kinder + Sport mini tour" to participate. The Deutschland Tour is organized by the Gesellschaft zur Förderung des Radsports mbH (GFR). The GFR is a joint venture between the Tour de France organizer Amaury Sport Organization (A.S.O.) and the Anschutz Entertainment Group (AEG). In addition to the Deutschland Tour, the company is also organizing the German Classic Eschborn-Frankfurt on May 1st. The Deutschland Tour takes place on August 26-29 and runs over four stages from Stralsund to Nuremberg.



PRESS RELEASE

About Plan International Germany

Plan International is an independent development cooperation and humanitarian aid organization. Girls and boys should have the same rights and opportunities worldwide and actively shape their future. One focus of the work is the promotion of girls and young women, as they are particularly badly affected by school closings, early marriage, sexual violence and poverty worldwide. This deprives them of the chance of a self-determined life. Plan International is committed to ensuring that girls and young women have the same opportunities and a say when it comes to their future. To achieve this, we efficiently and transparently implement sustainable community development projects in our partner countries and respond quickly to emergencies and disasters that threaten children's lives. In more than 70 countries we work hand in hand with children, adolescents, supporters and partners of every gender in order to achieve our global goal: 100 million girls should learn, lead, decide and develop their full potential. The sustainable development goals of the United Nations encourage us in our commitment.

About the Deutschland Tour

The Deutschland Tour is Germany's largest cycling festival. The four-day professional race and the hands-on offers in all stage locations attract more than 500,000 visitors. In Germany alone, more than 5 million viewers watch the live broadcast on ARD and ZDF - worldwide, the images go to 190 countries. On the Deutschland Tour, fans experience the German top stars and the international Tour de France elite up close. The event is a true festival around the bicycle and puts a special focus on the audience. In addition to thousands of tips on route planning before the race, 5,000 participants use the Jedermann Tour, the Ride Tour and the "kinder + Sport mini tour" to participate. The Deutschland Tour is organized by the Gesellschaft zur Förderung des Radsports mbH (GFR). The GFR is a joint venture between the Tour de France organizer Amaury Sport Organization (A.S.O.) and the Anschutz Entertainment Group (AEG). In addition to the Deutschland Tour, the company is also organizing the German Classic Eschborn-Frankfurt on May 1st. The Deutschland Tour takes place on August 26-29 and runs over four stages from Stralsund to Nuremberg.