

NEW PARTNERSHIP FROG BIKES AND DANMARKS CYKLE UNION

Frog Bikes and the Danish Cycling Union share the common goal of getting children and young people enthusiastic about cycling

In recent years, Danmarks Cykle Union (DCU) has intensified its focus on getting more children and young people into the sport of cycling - which is currently, among other things, expressed through the concept BørneTour. This focus will be reinforced from 2022 via a new partnership between Frog Bikes and the Danish Cycling Union, where a common ambition to get more children and young people on bikes is the main objective.

Børnetour - Series of kids races

The partnership starts in 2022 with a focus on BørneTour, where Frog Bikes will be part of all events, including Frog Bikes giveaways for all participants, as well as the opportunity to try out selected Frog Bikes models. In addition, during the Grand Depart in July 2022, 3 lucky winners will be selected from among the 2022 participants of the BørneTour to win a Frog bike. The winners can choose the Frog bike model, colour and find the right bike size via the FrogFit App.

"BørneTour is a perfect platform to be part of the Tour fever in Denmark in 2022, and at the same time support the good work that is going on in the Danish children and youth cycling clubs. There are Danish star riders everywhere on the international stage, where the zealots in the cycling clubs have undoubtedly played a crucial role in their development. The partnership with DCU is a continuation of our work with cycling at a grassroots level, where we already collaborate with, for example, Welsh Cycling, Scottish Cycling and the Tour de France organiser ASO, and we look forward to supporting DCU, and the Danish cycling clubs, in their work. with member recruitment."

Nadine Pantazis, Frog Bikes, Marketing Manager Europe

ABOUT THE PARTNERSHIP

Director of Danmarks Cykle Union Martin Elleberg Petersen:

"With BørneTour we have put ourselves in the slipstream at the start of the Tour de France in Denmark, and we are in 2022 facing an intensive BørneTour calendar, where we have close to 35 events across the country. We share a common ambition with Frog Bikes to get more children and young people on bikes and to try their hand at cycling, as well as to facilitate access to our children and youth clubs. And the new partnership is an excellent match and a clear strengthening of our efforts in children and youth recruitment."

Co-founder and CEO of Frog Bikes, Jerry Lawson

"As a family business that cares about the environment and encouraging more kids into cycling, we are especially excited to work together with Danmarks Cykle Union. Our lightweight road bikes, mountain bikes and everyday bikes are designed specifically for children to make it easy and enjoyable for them to ride. Together, we can work to increase children's cycling participation, helping them develop lifelong skills and become the champions of tomorrow."



Recruitment for children and youth cycling clubs

Frog Bikes and the Danish Cycling Union share the ambition of more children and young people joining a cycling club. However, sometimes equipment can be a barrier to getting started with the sport. Frog Bikes supports the clubs and provides discounts for the purchase of loan bikes for clubs, and Frog Bikes also delivers new racing bikes to the Danish Cycling Union's loan trailer, which DCU clubs can book for free for recruitment or introductory activities.

"We are very pleased that Frog Bikes will be delivering new DCU loan bikes and supporting the clubs via a club discount, so we can get even more loan bikes out in the clubs. This will help us facilitate access to cycling for new children and young people. Cycling can be an equipment-heavy sport to tackle, so having high-quality loan equipment available in the children and youth department is of great value."

Development Consultant at DCU Kristoffer G. Nielsen



About Frog Bikes

Frog Bikes is a leading manufacturer of award-winning lightweight kids' bikes. Built with bespoke componentry, our premium bikes accommodate the specific needs & anatomies of children. The ergonomic range comprises balance, first pedal, hybrid, road, MTB & track bikes, for all ages, abilities, and disciplines. All designed and built in Great Britain and enjoyed in over 50 countries. And, as a brand that cares about protecting the planet, we are continually working to integrate sustainability into each aspect of the business and ensure our bikes are designed for longevity so they can be enjoyed by more than a single owner.

See more at <https://www.frogbikes.com>

About Danmarks Cykle Union

Danmarks Cykle Union, in everyday speech DCU, is a member and interest organization for everyone who uses the bicycle - for competition, training or exercise. DCU has more than 30,000 members, covers several disciplines and counts more than 300 clubs across the country. The Danish Cycling Union is a member of the Danish Sports Confederation and is a Team Denmark World Class Federation because they win medals for Denmark.

See more at www.cyklingdanmark.dk

About Børnetour

BørneTour is a beginner bike race for children and young people aged 3-15, where everyone can participate, regardless of speed, equipment and level of ambition. The distances are short and there are prizes for everyone. BørneTour is held in collaboration between the Danish Cycling Union, member clubs, municipalities, Skoda Denmark, Frog Bikes and Grand Depart Copenhagen Denmark, in cities all over the country. The target group for BørneTour is children and young people who are not already members of a cycling club and in addition to creating a local cycling party for children and young people and arousing interest in cycling, the Danish Cycling Union in collaboration with the local organising club will use BørneTour actively in relationships for the recruitment of children and young people to the club.

See more at

<https://www.boernetour.dk>

<https://www.facebook.com/boernetour>

<https://www.instagram.com/boernetour/>

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