



Bikeleasing-Service new partner of the BEMER Cyclassics Kids Race

Germany's leading provider of corporate bike leasing and sustainable mobility solutions is taking over the patronage of the popular Kids Race in Hamburg. The 'Bikeleasing Kids Race powered by Cyclassics Hamburg' will provide fun on two wheels for kids between the ages of two and twelve on September 7 on Mönckebergstraße.

The finishing straight of the pros forms the racetrack for 200 meters. Here the kids can feel like their idols when they experience a real goosebump experience for themselves and their parents with cheering spectators at the side of the track. The youngest children, aged two to four, complete the course once on a running bike or bicycle. A sprint race with several runs and an award ceremony with individual prizes awaits the older children, who are divided into three age groups. Before the competitions, each child will receive their starting documents with a goodie bag at the Bikeleasing Expo booth on the Rathausmarkt and a medal after the races.

The running bike and race bike races are scheduled between 2 p.m. and 6 p.m. on the Saturday of the event. The entry fee is €6. All entry fees will be donated to the Laureus Sport for Good Foundation to support the inclusion project [Sit'n Skate](#). Registration is now open at bikeleasing.de/kids-race-cyclassics. You will need your own bike and a helmet. The number of participants is limited.

To accompany the Kids Race, Bikeleasing will be present at the Expo with an interactive trade fair booth and a wide range of information. It will be located at Hamburg's Rathausmarkt for the entire duration of the BEMER Cyclassics from September 6 to 8.

Axel Hillebrandt, CMO der Bikeleasing-Service GmbH & Co. KG, about the partnership: *"We want to get as many people as possible interested in cycling in the long term. For this reason, we support events such as the BEMER Cyclassics, which offer a great platform to discover and experience a passion for cycling with the appeal of the elite and the possibility of amateur races. We are convinced that it is essential to lay the foundations for enjoying sport and cycling at an early age. That is why we are happy to support the Kids Race with our name. We wish all participants and people involved an unforgettable event and unbridled joy on two wheels!"*

Matthias Pietsch, Geschäftsführer der Gesellschaft zur Förderung des Radsports: *"It is always something very special to expand a long-standing and trusting partnership. We already work together*



with Bikeleasing at Eschborn-Frankfurt and now also at the Cyclassics. The Kids Race is an emotional component of the event, a great experience for the little ones and their families as well as all spectators. It's great that we can now offer this together with Bikeleasing in Hamburg too."