



## **“kinder Joy of Moving mini tour” at the Eschborn-Frankfurt Cycling Classic**

**Ready, set, fully booked – all spots filled in record time!**

**The “kinder Joy of Moving mini tour” is once again generating excitement on two wheels in 2025, kicking off the cycling classic with a remarkable achievement: within just 24 hours of registration opening, all spots were completely booked! This overwhelming interest underscores how much sports-enthusiastic families look forward to the now-legendary activities of kinder Joy of Moving surrounding the Eschborn-Frankfurt event.**

### **Movement, fun, and a unique atmosphere**

On May 1st, everything revolves around the joy of movement. The “kinder Joy of Moving mini tour” engages children aged two to twelve with a diverse program that playfully encourages a love for cycling.

### **The kinder Joy of Moving Balance Bike Races:**

The youngest participants (ages 2–5) can showcase their skills in the balance bike race on the final 100 meters of the official professional course. It’s not about speed or who crosses the finish line first, but about having fun and enjoying movement. At the finish, every child receives a medal because here, everyone is a winner!


### **The kinder Joy of Moving Bike Parade:**

For children between six and twelve years old, the Bike Parade is a true highlight. Riding on the same course as their cycling idols, kids experience the special atmosphere of the cycling classic. A little extra with a big impact: all kids receive an exclusive cycling jersey, creating a wonderful keepsake and the feeling of being part of something special.

### **For those who want to join – even without a spot**

Even though all spots are taken, it’s worth watching! The Bike Parade kicks off at 1:50 PM, featuring children aged six to twelve riding along the official course. The balance bike races start at 2:20 PM and 4:00 PM, directly on the professionals’ finishing straight.

**Tip: The kinder Joy of Moving Bicycle Experience World is open from 10:00 AM to 6:00 PM at the Opernplatz for all children aged 2-12. Simply drop by, borrow a balance bike or bicycle and a helmet – and join in.**

Here, all kids can test and improve their skills. Whether it’s slalom, ramps, or the balance bike and bicycle simulator – under professional guidance, cycling becomes an adventure. No registration is necessary for the Bicycle Experience World. 

### **Joining in: Cycling legend Jens Voigt**

As ambassador of the “kinder Joy of Moving mini tour,” Jens Voigt will once again be on-site in 2025, offering tips and motivating the children with his enthusiasm for cycling.

The movement initiative kinder Joy of Moving by Ferrero has been inspiring children to cycle as a partner of the Lidl Deutschland Tour and the Eschborn-Frankfurt cycling classic since 2018.



About kinder Joy of Moving:

kinder Joy of Moving is an initiative by Ferrero that aims to inspire children and young people to engage in sports and physical activity. The program encourages kids to enjoy sports and offers them opportunities to grow both athletically and personally through targeted training with professional support.

Since 2006, kinder Joy of Moving has been successfully committed to athletics in partnership with the German Olympic Sports Confederation (DOSB), supporting the German Sports Badge initiative. In 2018, kinder Joy of Moving became a partner of the cycling events Eschborn-Frankfurt and the Lidl Deutschland Tour, introducing children to cycling in a fun and engaging way. Since 2020, the initiative has also partnered with the German Gymnastics Federation (DTB) to raise awareness for gymnastics and motivate kids to take part.

In 2023, the partnership with the Flying Steps Academy added a fourth pillar to the initiative, expanding into the world of dance – a perfect addition to further inspire children to move. With the new partnership with the German Athletics Association (DLV), children's athletics will become a key focus of the initiative starting in 2025. This program offers a playful introduction to the fundamental elements of running, jumping, and throwing, and supports both motor and social development in many ways.

For more information, visit: [www.kinderjoyofmoving.de](http://www.kinderjoyofmoving.de)

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