



Cycling classic school project to be expanded after great success

"Bike Academy by kinder Joy of Moving" - the joint school project of the Eschborn-Frankfurt cycling classic and the kinder Joy of Moving initiative teaches schoolchildren how to ride a bike safely in a fun way. More than 900 children from Frankfurt have already been inspired to cycle since fall 2022. The program is now being extended to Eschborn schools.

As soon as the temperatures get a little warmer, the "Bike Academy by kinder Joy of Moving" picks up speed again. Once again, hundreds of kids in grades 1 to 6 will be trained as part of their PE lessons. In this free school project, certified and experienced bike trainers work together with PE teachers. The content of the lessons depends on the age and therefore the cycling experience of the children.

It is a project with a track record of success: 118 teaching units with 42 classes at 13 Frankfurt schools have already been completed. This year, the project is celebrating its premiere in Eschborn. From now on, it is no longer just the classic bike race on May 1 that connects Eschborn and Frankfurt - the Bike Academy is now also present at primary and secondary schools in both cities.

The background to the school project is that children are showing ever greater deficits in handling bicycles. This makes it even more important to ensure greater safety and therefore fun on the bike through play. As a side effect, the "Bike Academy by kinder Joy of Moving" provides extra exercise and the kids improve their stamina and sense of balance.

The program includes exercises on safe braking and steering with your own bike. An obstacle course and playful endurance training are just as much a part of the teaching modules as exercises on orientation skills, for example by exploring the school environment on a bike.

Frederick Tychsen, Managing Director of Sportport GmbH, responsible for the organization and implementation of the project: *"Especially in schools, the ever-increasing deficit of children in dealing with bicycles is becoming apparent. Schools are very interested in making children safer on their bikes and the demand is high. We are delighted that the importance of the project has been recognized and that so many children have already benefited from it."*

Teachers who are interested in the free offer can register at frederik.tychsen@sportport.de and bring the "Bike Academy by kinder Joy of Moving" to their school.



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 Eschborn-Frankfurt and the 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