

Bikeleasing Kids Race brings joy to young cyclists – Registration now open

The stage belongs to the youngest cyclists even before the ADAC Cyclassics officially begin: On Saturday, August 16, Hamburg's Mönckebergstraße will transform into a miniature race arena for the Bikeleasing Kids Race. Children aged between two and twelve can enjoy a very special cycling highlight on balance bikes, regular bicycles, or small road bikes, racing right on the professional race's finishing stretch. In the heart of the city, cheered on by spectators, cycling becomes a memorable experience for kids and their families.

The youngest participants, aged two to four, will ride their balance bikes over approximately 100 meters along the official finish line. Children aged five to twelve can look forward to a 200-meter-long finishing stretch. Older children compete in three age groups across multiple sprint races, complete with awards ceremonies and individual prizes. Each child receives a starter pack with a race number and goodie bag at the Bikeleasing booth on Hamburg's Rathausmarkt before the race, and a medal at the finish line as a special keepsake.

The Bikeleasing Kids Race will take place on Saturday from 2 to 6 PM. Participation costs €6, with all proceeds going to the Laureus Sport for Good Foundation. This supports the inclusion project [Sit'n Skate](#), which opens up new opportunities for physical activity for people with disabilities. Registration is now open at bikeleasing.de/kids-race-cyclassics. Participants must bring their own bike and helmet. Please note that the number of race slots is limited.

In addition, Bikeleasing will be present throughout the entire event from August 15 to 17 with an interactive booth at the Expo on Rathausmarkt – all centered around company bikes, sustainable mobility, and enthusiasm for cycling.

*"The Kids Race is an emotional highlight of the ADAC Cyclassics, and it gives children a positive first cycling experience at an early age," says **Agnes Lippmann**, Sponsorship Manager at Bikeleasing. "We're convinced this can spark a lasting passion for cycling – which is why supporting this event is truly a matter close to our hearts."*

Matthias Pietsch, Managing Director of A.S.O. Germany GmbH, also welcomes the continuation of the event: *"The Bikeleasing Kids Race has long been an integral part of our program and helps make the ADAC Cyclassics a true family experience. It's fantastic to see how much enthusiasm and joy in movement the youngest participants bring – and that's exactly what we want to promote."*