

Partnership between Cofidis and Tour de Pologne renewed

An agreement that confirms the commercial potential of the Polish race.

The Tour de Pologne UCI WorldTour announces another year of agreements with Cofidis, the French financial company, a leader in its sector and a major player in the world cycling scene with its WorldTour team bearing the same name.

The confirmation of this partnership arrives at a particularly auspicious moment for the Polish race as it celebrates two important anniversaries - the 95th anniversary of the event and the 30th anniversary of the Lang Team organization - alongside steadfast partners who have supported the country's most important cycling event over the years.

"It is reassuring and uplifting that companies are renewing their support for one of the oldest and most important races in this part of Europe. The commitment of all involved, the organization and the teams, is constant to ensure that the fans get the spectacle they are used to and continue to love this wonderful sport," said Race Director Czesław Lang. *"While we do our best to achieve this, we know that none of this would be possible without the support from companies like Cofidis. I am very grateful for the trust they have placed in us. "*

As well as renewing its commercial partnership with the Tour de Pologne, Cofidis will also be actively participating with its WorldTour team of the same name at the start of the race in Poznań on 29 July, with Max Walscheid, Piet Allegaert, Davide Cimolai, Ruben Fernandez, Wesley Kreder, Jonathan Lastra and Harrison Wood.

"Once again, Cofidis Poland has the extraordinary pleasure of supporting the Tour de Pologne and actively participating in the race with our team. We take immense pride and joy that our brand can be part of such a noble sport as cycling, arousing sporting spirit, passion and creating such a beautiful tradition," said Nuno Oliveira, General Director of Cofidis Poland. *"For years we have believed that the passion for cycling is something absolutely unique that brings people together, unites them, strengthens bonds and nurtures the very best within us. We are happy that through these activities we can promote an active lifestyle, encourage people to discover their interests and explore new paths! We wish all the participants of the Tour de Pologne the best of luck."*