



**The Beking Association was created to promote the potential of sport and cycling**  
On the evening of 26th November, there will be a special sale of many collectors' items.

Beking is all about fun and education, but also about sharing. The Beking Association has been set up with the aim of supporting solidarity activities promoted through sport.

Its mission is to raise funds to organise activities and events aimed at promoting messages that cycling can only help to amplify, such as raising awareness of social issues, involving families, children, schools and training institutions.

The charity evening that will follow the event on Sunday 26th November in Monaco will certainly be a good time to do good and launch new projects. A number of unique items, including the helmet worn by Valtteri Bottas in the Singapore Grand Prix, will be up for sale to collectors. A second auction will then be launched - on the [Match Worn Shirt](#) platform - featuring all the championship jerseys worn by the pros during the Monaco circuit criterium.

The proceeds will be donated to projects that the association will be supporting in the upcoming season, in favour of organisations working in the field or in businesses that share the same values and mission.

The new edition of Beking will therefore be a new opportunity to unite for causes that unite cyclists and fans, further proof that sport is an excellent vehicle for positive messages that can be transformed into concrete actions thanks to the help and commitment of everyone.

"We know how special it is to have an object that belonged to your idol. To be able to buy it at an auction, knowing that the proceeds will go to projects that help important causes, has an added value that should not be underestimated," says Matteo Trentin, creator of the event and co-founder, with Claudia, of the Beking Association. "We have already had a first session with some jerseys worn by different runners. I am looking forward to the second one after the event, to involve the community again and to donate the proceeds to Fight Aids and other foundations chosen by the cyclists. There are many ways to help and this is ours".

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**Media note | ATCommunication** - Patrizia Falchero +39 349 6884664 - [patrizia@atcommunication.it](mailto:patrizia@atcommunication.it)

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"Beking Monaco is an event that supports charities through cycling while raising awareness of cycling as a synonym for sustainable mobility. The event, organised by CMT and AWE, is open to the public, and will take place on 26 November in Monaco, with a variety of activities under the banner of sport and solidarity."