

## **Decathlon is the new partner of the Tour de Pologne UCI World Tour**

*The Lang Team is developing a joint activity plan with the brand to promote cycling and physical activity*

Decathlon and the Tour de Pologne UCI WorldTour have announced an exciting new partnership aimed at promoting cycling as a healthy lifestyle choice. Not only will Decathlon be the main sponsor of the best team classification, but it will also be clearly visible along the route of all stages of the race. The two companies are also planning joint and customised activities to promote physical activity.

The collaboration represents a significant development in the sports sponsorship market.

*“Decathlon is the undisputed leader in Poland in the field of wide-ranging mobility,” commented **Nils Swolkien, Managing Director of Decathlon Poland**. “And bicycles have always played a key role in our evolution and development. Millions of children around the world have learnt to ride with Decathlon and millions of adults use our bikes every day. The partnership with the Tour de Pologne is another very important step in the journey of our brand. We want to spread sport in our country and cycling is one of the most popular and accessible physical activities. Working with such an important partner for Poland is an opportunity for us to reach out to cycling fans in a broad way in the country.”*

The company has a long-standing commitment to supporting cycling, with a rich history of initiatives and campaigns dedicated to promoting the sport. Last year, the brand also became the title sponsor of the AG2R LA MONDIALE team. The riders of the teams can therefore count on the experience and know-how of VAN RYSEL, Decathlon's high-performance road bike brand, for the equipment of bicycles, helmets and glasses.

*“I am very pleased to have entered into a partnership with a brand as famous and popular worldwide as Decathlon,” said **Czesław Lang, Director of the Tour de Pologne**. “This sport attracts whole families and we are trying to find new communication channels to reach cycling fans. Our joint activities with Decathlon will definitely have a positive impact on the spread of cycling, both at professional and amateur level, because cycling is a sport made for active spending of time. I would like to thank the company once again for deciding to work together and promote cycling in our Country”.*

### **Decathlon**

Decathlon is a global, multi-specialist sports brand catering to both beginners and elite athletes, known for its innovative sports equipment for all skill levels. With over 100,000 expert team members and 1,700 stores worldwide, Decathlon has been committed since 1976 to an ambitious mission: encouraging people to stay active through the joy of sports, promoting healthier and happier lifestyles.