



World champion Tadej Pogacar at Beking 2024

The star athlete ends a brilliant season in Monaco with his partner Urska Zigart. Together they will form a star-studded line-up of champions.

The countdown to the Beking Monaco on Sunday 24th November has begun, and the starting list for the event is already full of big names. They will be competing in front of the fans in the name of sport and charity. Amongst them is the newly crowned World Champion, Tadej Pogacar, who will bring the splendour of the iris to the streets of Monaco, fresh off an extraordinarily successful season.

This year, the 26-year-old Slovenian proved his dominance on the WorldTour with twenty-five season's victories, including the Giro d'Italia, the Tour de France, Liège-Bastogne-Liège, Lombardia - for the fourth time in a row - and, of course, the World Championship in Zurich. In one of the highlights of his career, Pogacar will attend the Beking event to reaffirm his commitment to the project, which promotes cycling at all levels as a platform for spreading positive and meaningful messages. From sustainable mobility to the educational role of sport, the champion and his partner Urska Zigart are some of the most passionate spokespeople for this philosophy.

He will be joined by champions of the past and present as well as a few cycling greats. A team of great names who will pass on Beking's mission and support the initiatives and commitment to a cycling-friendly society. Among those present in Monaco will be Tim Wellens, Elia Viviani and his wife Elena Cecchini, Jan Tratnik, Davide Formolo, the 2018 Road World Champion Mads Pedersen, Michael Matthews, Matej Mohoric and many others.

Matteo Trentin, godfather and founder of Beking Monaco, said he was once again delighted with the warm participation of his colleagues:

"To see so many friends come here every year to reaffirm their support for this project is extraordinary." said Trentin. "I am proud that Tadej will be wearing his new rainbow jersey on the streets of Monaco, it is a real honour for us. The public will be very happy to see the WorldTour champion up close and this will be a demonstration of how our sport can become a value in our society and in our daily lives. The WorldTour champions are fully aware of how the world needs to change, and I am delighted that they are putting their talents to good use, as Beking is. Together we are always stronger."

To champion these important values, several prominent figures from the world of cycling and beyond will be in attendance, including Nicholas Roche, Manuel Quinziato, Thor Hushovd, Formula 1 driver Oliver Bearman, tennis star Marin Čilić, David Tanner, and race car driver Antonio Giovinazzi.

The date has been set for Sunday 24th November at the Port Hercule in Monaco, where families, fans, children, and great champions will come together to create a unique party that will demonstrate once again that cycling is first and foremost about community, growth and fun.

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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 the Beking Association, with the support of CMT and AWE sport, is open to the public, and will take place on 24th November in Monaco, with a variety of activities under the banner of sport and solidarity."