



Beking: A look back at an edition focused on unity, team spirit and family values

Matteo Trentin and Claudia Morandini reflect on the event and set new challenges for 2025

Less than a month after the last edition of **Beking**, Claudia Morandini and Matteo Trentin reflect on the key moments of an event that once again proved its ability to inspire and unite through sport and charity. This year's edition confirmed the strength of the project, demonstrating its power to convey profound messages and bring them to life for both the participants and the public.

A success beyond the rain

"The greatest satisfaction of this fourth edition," says Claudia, "was seeing the athletes, children and families present and engaged, despite the adverse weather conditions. With their participation and enthusiasm, they showed that Beking is an event that unites and inspires, creating a special moment for everyone, beyond the challenges".

Matteo echoes her sentiments, explaining that it was the unpredictability of the weather that strengthened the character of the project. Pointing out that the weather is always an unknown factor, he emphasises that the real surprise was the reaction of the participants. *"No one was intimidated by the idea of racing in the rain and everyone came to Port Hercule to have fun. The kids' ride was about to be cancelled, but the children were already there, waiting at the start. The image of the little ones in the rain, happy to be riding together, is something I will always carry with me. I must also thank my colleagues who literally took buckets of water to ensure the success of the day".*

Moments that move you

Claudia has no doubt that the most powerful image of the 2024 edition was that of the young cyclists who, despite the puddles, refused to give up their race. "They gathered under the starting arch like little wet chicks, with no intention of giving up the race. Samuele Manfredi started the race on his handbike, an image full of strength and meaning that moved me to tears. In that moment, everything that Beking represents was there: determination, joy and the ability to overcome any obstacle with a smile".

An event that unites values and people

The Monegasque event has become a container for core values such as team spirit, family and mutual support. "Beking represents the meeting of people, values and passions, bringing together physical activity, solidarity and community," continues Claudia. "It's a moment to share unforgettable experiences and make a difference together. This year more than ever".

The passion for sport continues to bring the public closer to the event, according to both. *"Despite the rain, we received so many compliments from so many people, and that fills us with joy and pride,"* said **Matteo**, reflecting on the feedback from participants and cyclists. Everyone gave their best to make the day unforgettable. *"The comments were extraordinary,"* **Claudia** confirms. *"Cycling is an outdoor sport and sometimes you ride in the rain. What struck me most was how the athletes stayed with us, sharing every moment, like a real team, a family. Nobody held back, showing great humanity and a sense of togetherness that is rarely seen at this level. A true example of sportsmanship."*

Looking ahead to new challenges for 2025

So the journey begins once again, from the impressions of those who experienced the magic of Beking and look forward to 2025 with even more enthusiasm. The goals are clear: children will continue to be at the heart of the event, with the aim of creating an even more engaging and positive experience. *"We're hoping for a bit of sunshine for the next edition,"* says **Matteo**. *"We also want to get even closer to the schools by developing an annual programme through the association to increase the impact of Beking."* As **Claudia** concludes, the mission of the event remains to inspire the new generations, offering them healthy role models to emulate and authentic values to follow. *"Through sport, we want to teach them the power of passion, the value of determination and the importance of respect, because that's why we're here: to leave a mark that will accompany them on their journey".*

Media note | ATCommunication - Patrizia Falchero +39 349 6884664 - patrizia@atcommunication.it

"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."