

BEKING 2025: The first women's criterium makes its debut

A new milestone made possible by the partnership with zondacrypto, the title sponsor of the fifth edition.

The fifth edition of BEKING, a cycling event that has become a must-attend for enthusiasts, professionals and families in just four years, celebrates a major debut this year with the first Women's Criterium. This race is dedicated to women's cycling and adds to an already unique programme.

This new addition comes to life thanks to the support of **zondacrypto**, joining the BEKING family as **Title Sponsor of the fifth edition**. This partnership is founded on shared values, such as promoting sport, inclusion, solidarity, innovation, and a forward-looking digital vision. zondacrypto is a leading regulated cryptocurrency exchange in the European market. It offers a range of services including the ZND digital wealth management platform, the zondacrypto Academy and zondacrypto Pay, a crypto-fiat payment gateway. zondacrypto is already well established in Monaco, having partnered with AS Monaco FC, AS Monaco Basket, Fight Aids Cup, Top Marques Monaco and the Princess Charlene of Monaco Foundation. The brand also supports athletes such as Valtteri Bottas, Tiffany Cromwell and Arthur Leclerc. This collaboration feels like a natural fit for both the company and the event.

Among the announced participants are top names such as Elena Cecchini, Urška Žigart, Anna Trevisi and Tiffany Cromwell, who have always promoted the project and supported the event actively. They will be joined by other international athletes, whose names will be revealed in the coming days.

"We have always supported cycling initiatives, and BEKING is the perfect way to close the season. We are proud to have been part of the 2025 cycling calendar, taking us from Italy to Poland and now to Monaco. BEKING embodies our core values of passion, community, and vision. It's the perfect season finale," said Przemysław Kral, CEO of zondacrypto.

The athletes themselves are excited about the new race. 'Women's cycling is not just an additional category, but a different way of telling the story of sport: inclusive, determined, and with a forward-looking perspective,' explains Elena Cecchini, fresh off a silver medal in the Mixed Relay TTT at the recent European Championships in France.

Tiffany Cromwell, a professional cyclist since 2009, adds: 'When Elena and Urška told me about the possibility of organising a women's criterium, I didn't hesitate for a moment. I feel very close to this initiative, and I'm ready to get involved and promote a cause that I fully believe in.'

Urška Žigart, who came 23rd in the recent World Championships in Kigali, shares her love of cycling with children. "One of the things I love most is seeing their enthusiasm and carefree spirit when they're learning to ride a bike. It's important to raise awareness among young people of the importance of preserving the planet. And if that also means being active and staying in shape, all the better."

Anna Trevisi, the 2010 European Road Champion and a regular presence at BEKING since its inception, concludes: 'It's so rewarding to see a project that started with a clear vision grow year after year. I can't wait to ride with the girls in the Women's Criterium: I'm sure we'll have fun, and I hope to contribute further to spreading BEKING's message.'

With the support of zondacrypto, BEKING 2025 is not only a celebration of cycling, but also a platform for dialogue and growth for the entire cycling community. On 23 November, Monaco will once again transform into an exceptional stage where sport, passion and shared values will come together to create an unforgettable day.