

## **BEKING 2025: the spectacle and spirit of cycling returns to Monte-Carlo!**

*Champions, up-and-coming athletes and families come together through a shared passion for sport and community.*

Monaco is preparing to host the fifth edition of **BEKING**, an event that transforms cycling into a celebration of sport, solidarity and unity. On **Sunday 23 November, Port Hercule** will once again welcome top riders, legends and families for a day blending professional racing, entertainment and social commitment.

The stars of **BEKING 2025** include **Tadej Pogačar, Matteo Trentin, Steven Kruijswijk, Kasia Niewiadoma, Anna van der Breggen, Pauline Ferrand-Prévot and Victor Langellotti**, as well as many other WorldTour and international athletes. They will all take to the streets of the Principality to share their passion for cycling and support charitable projects in this event where fun meets generosity. There is great anticipation for the first-ever **women's criterium**, which will feature some of the strongest riders on the global scene. This race is an important step towards growth and inclusion, and reinforces **BEKING's** vision as an event built on its core values of respect, passion, and inspiration.

The **Pro-Am** has also been confirmed, once again bringing professionals and amateurs together in a race defined by team spirit and solidarity. Cycling legends such as **Manuel Quinzato, Jakob Fuglsang, David Tanner, Mark Cavendish, Thor Hushovd, Francesco Castellacci, Taylor Phinney and Theo Bos** will ride alongside passionate amateurs who are eager to support the event's charitable projects. It is a unique combination that has always been a really engaging moment in **BEKING**.


As is tradition, the morning will be dedicated to children, with the Kids Ride and educational activities and workshops on safety and sustainable mobility. This year, children will also be able to discover a special comic book created for the occasion featuring Speedy, the event's mascot. Inside, illustrated interviews with cycling champions offer a fun and engaging introduction to the values of sport, friendship and solidarity.

**BEKING 2025** is supported by institutions and outstanding partners who share the event's philosophy, enabling important messages to be conveyed each year. Supporting institutions include the **Mairie de Monaco**, the **Monegasque Cycling Federation** and **Fight Aids**. Key partners who are making a significant contribution to the event's success include **zondacrypto**, the main partner of this edition; **EKOÏ**, which has created a special-edition helmet; and **TUDOR**, a brand that symbolises the union of sport, design and Swiss innovation. **TUDOR** is confirming its support for the second consecutive year. Other partners include Migso-Pcubed, Net Insurance, Prometheus, Drex Pharma, Bpm Exclusive, My Credit, Fondazione Head, Podhio, Pissei, Agrimontana, Galbusera, Varisco, Stajvelo, Engeco, Amica Chips, Valsir, Livigno, Supertenders Monaco, Cap Events, Humar, Espresso Napoletano, Bernardi Vini, Maison Ignesta, Mad-One, Santo Gelato, Victor Delpierre Consulting and Mademoiselle Rose.

Once again highlighting that **BEKING** is more than just cycling, the day will conclude with the traditional charity auction, where exclusive items and memorabilia donated by the athletes will be auctioned off. All proceeds will support projects for children, sustainable mobility, and the wider charitable mission that has been at the heart of **BEKING** since its inception.

**BEKING 2025** will once again be open for everyone to enjoy. Professional cyclists, families and cycling fans will all come and experience the true spirit of sport: having fun, doing good and inspiring the future.

 Where: Port Hercule, Monaco

 When: Sunday, 23 November 2025, from 9:00 to 17:00.

**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 the Beking Association, with the support of CMT, is open to the public, and will take place on 23rd November in Monaco, with a variety of activities under the banner of sport and solidarity."