

‘Speedy’s Bike’: Children's drawings bring the Village des Enfants to life at BEKING

Visitors to Port Hercule will also be able to purchase the comic book featuring the lovable mascot, which introduces young audiences to the values of cycling.

BEKING is expanding its family-focused activities with another special initiative: the 'Design Speedy's Bike' contest. Already active in local schools, the project invites children to design the perfect bike for Speedy, the event’s mascot, to accompany him on all his adventures on two wheels. The contest has quickly won over hundreds of young artists, who are expressing the values of cycling through their unique and creative works.

All of the students' creations will be displayed at Port Hercule during BEKING, transforming the Village des Enfants into an open-air gallery that celebrates young creativity. This is a concrete way to give children a voice and make their vision an integral part of the event.

Also at the Village des Enfants, the highlight this year will be the Speedy comic book, which brings the event's world to life through the mascot's adventures. In comic format, it guides young readers through the values of cycling and features exclusive interviews with Tadej Pogačar, Antoine Berlin and Elena Cecchini. They share what cycling means to them: determination, commitment, respect for the environment and the joy of moving in a healthy and safe way.

Children can explore topics such as road safety, sustainability and the importance of physical activity in a fun and engaging way by reading the pages.

With the contest, exhibitions and new comic book, the event is a real meeting point for families. It’s a special opportunity to engage with cycling and its most authentic values, and to celebrate children’s creativity, the joy of movement and sustainability, all in an open, inclusive environment that inspires people of all ages.

Join us at Port Hercule on Sunday, 23 November from 9:00 a.m. for another exciting edition of BEKING.