



BEKING is moving forward, and so is its commitment to solidarity

From 12:00 today, MatchWornShirt's charity auction opens with jerseys from some of the biggest names in cycling.

Less than a month after its fifth edition, **BEKING continues to ride beyond the event itself**, carrying forward its social mission. The project, which was awarded the **Gino Mäder Prize** for outstanding commitment to community and the environment together with its founder **Matteo Trentin** this year, now opens a new opportunity for support.

There is still a chance to make a difference and help bring new charitable initiatives to life. From today at 12:00, jerseys and bodysuits donated by champions who have supported BEKING for years will be available for auction on the **MatchWornShirt** platform for one week.

Among the athletes renewing their commitment are: **Tadej Pogačar, Rémy Rochas, Mark Cavendish, Wout Poels, Michael Matthews, Matteo Trentin, Matthew Dinham, Alessandro Covi, Alexander Vinokurov, Victor Langellotti, Robert Stannard, Urška Žigart, Thomas Bonnet, Tim Wellens, Lorena Wiebes, Gladys Verhulst-Wild, Jan Tratnik and Brieuc Rolland.**

Exclusive items available include:

- an **S-Works jersey** signed by **Lorena Wiebes, Anna van der Breggen, Lotte Kopecky, Mischa Bredewold, Blanka Vas, Femke Gerritse and Elena Cecchini**
- The **green jersey** worn by **Lorena Wiebes**
- The **S-Works speed suit** worn by **Barbara Guarischi**

This auction marks another concrete step in BEKING's journey over the past five years, combining sport, solidarity, and social engagement in a project that continues to grow thanks to the active participation of its athletes and supporters.