



BEKING: WHEN CYCLING CREATES SOCIAL IMPACT

Six editions of cycling, community and solidarity in Monaco and an ongoing project that continues to grow beyond the race.

Monaco, 1 October 2026 – Six editions, some of the biggest names in international cycling, thousands of people involved, and a project that year after year has taken the sport beyond the boundaries of competition. **BEKING returns to Monaco on 29 November 2026** for its sixth edition, reaffirming a format that has grown into something more than a cycling event: a meeting point for professional riders, children, families, schools, partners and the local community, where cycling becomes a way to connect people and support social causes.

Since 2023, the BEKING Association, a non-profit organisation established to support the project, has provided a broader framework for this vision, promoting activities focused on sport, education, sustainable mobility and environmental awareness, with particular attention to children and families. Over the years, BEKING initiatives have raised and donated around **€380,000** supporting foundations and charitable organisations in Monaco, Italy and beyond, including the **Princess Charlene of Monaco Foundation, Fight Aids Monaco, the Rayner Foundation, the Michele Scarponi Foundation, the Bambi Association, the Association for the Aid of Newborns, the Tadej Pogačar Foundation, Amigos de Ositeti, Amy Pieters Foundation, Fundación Xana and the Association Rêve d'Enfants**

BEKING was born from a simple belief: cycling can do more.

It can bring people closer to sport. It can create opportunities for different generations to meet. It can bring the values of sustainable mobility into schools. It can use the visibility of professional athletes to draw attention to issues that matter to the wider community. And it can turn a day of sport into a concrete opportunity to support those who need it.

This is the dimension BEKING has built over time: not a charitable initiative attached to a race, but a project born from cycling and shaped by the community around it. Professional riders, families, children, schools, institutions and partners all become part of the same project, each playing a different role while contributing to a shared purpose.

“We ask ourselves every year how to make BEKING happen again. It takes a lot of work, and finding resources to build the event is not always easy. But we're convinced the message is worth carrying forward,” says **Claudia Morandini, Co-Founder** of BEKING. *“We may be a small project, but we believe cycling has an extraordinary ability to bring people together and raise awareness around issues that are much bigger than sport. If BEKING can contribute, even in a small way, then it is worth doing again. The fact that brands continue to believe in the project and choose to support it gives us the opportunity to keep moving forward. And this year, we want to put an even stronger focus on children, giving them a more active role in it and making them part of what BEKING is building for the future.”*

The next chapter

The sixth edition of BEKING will maintain the spirit and values that have guided the project from the beginning, while continuing to evolve the way people experience the event. New activities for the public, new ways to involve children and families, and new dimensions of the Pro-Am will help shape the next chapter of BEKING, alongside the leading names in international cycling who have chosen to support the project over the years.

The race remains at the heart of the day. **It is not the whole story.**

Founded in 2023, the **BEKING Association** is a non-profit born from the BEKING cycling event in the Principality of Monaco. It raises funds to promote sport, education, sustainable mobility and environmental awareness, with a focus on families, children, schools and local communities, and supports partner foundations sharing its values.