



Danish Grand Depart and cycling culture highlighted during the Tour de France 2022 route presentation

Tod the overall route of the Tour de France 2022 was presented in Paris in front of 3.000 invited guests and the world press. The Danish Grand Depart was in focus, and H.R.H. The Crown Prince of Denmark spoke about Danes' passion for cycling. The partners behind the Danish Grand Depart showed an epic film about Denmark as a cycling nation.

The mayors of the five Danish start and finish towns, the Danish Minister for Industry, Business and Financial Affairs Simon Kollerup, and The Crown Prince of Denmark were all present, when race director Christian Prudhomme presented the 21 stages of next year's Tour de France at the Palais de Congrès in Paris. This year the presentation began with a focus on Denmark and the Danish cycling culture.

"Today, the 2022 Tour de France route was presented to the world press with a special focus on the three unique stages in Denmark and the story of the Danish cycling culture. When one of the world's biggest sporting events starts in Denmark next summer, we will have a huge celebration across the country. We will use the opportunity to show our beautiful cycling country and our joy of cycling to the whole world," says Lars Weiss, Lord Mayor of Copenhagen and Chairman of the Grand Départ Copenhagen Denmark.

Before Christian Prudhomme revealed the route for next year's Tour de France, the partners behind the Danish Grand Depart showed a new video. The video displays the unique Danish cycling culture, the Danish passion for cycling and the Danish enthusiasm for the Tour de France.

LINK TO THE MOVIE: <https://bit.ly/3kNGZS6>

After the Tour presentation the Confederation of Danish Industry in collaboration with VisitDenmark, and Food Nation, will promote Danish companies in the House of Denmark. In front of the House of Denmark, on Champs-Élysées, it will be possible for citizens to try different bicycle activities.

"The three Danish stages will fill our streets with tourists enjoying the summer, and TV viewers from all over the world will follow the peloton through our country. This will be a great opportunity to showcase the special Danish cycling DNA and promote our charming rural areas, Danish tourism, and Danish businesses." says Simon Kollerup, the Danish Minister for Industry, Business and Financial Affairs.



The promotion in the House of Denmark will focus on how a healthy lifestyle, food, and gastronomy are closely linked to the approach we have in Denmark. A link that also ties to cycling and sustainability. The participating companies will present their solutions and products to stakeholders and invited V.I.P.s, such as HRH The Crown Prince, the Danish Minister for Industry, Business and Financial Affairs Simon, mayors, Sport Event Denmark and sponsors.

"Tour-fans from all over the world can start to get excited! Today we have revealed the full route for the Tour de France 2022, which includes the Grand Départ and the first three stages across Denmark. The first stages usually set the tone for the race – and the tone will be set in a true cycling nation, Denmark. With the unique Danish cycling culture and passion for everyday cycling, and the many stunning sites along the route, the Danish Grand Départ will indeed be a spectacular way to start next year's Tour de France. I can't wait!" says Christian Prudhomme, director of Tour de France

PRESS

- Grand Départ Copenhagen Denmark's video 'Denmark - a cycling country' and Pictures from the route presentation can be found here: <https://bit.ly/3kNGZS6>

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FACTS

Grand Départ Copenhagen Denmark takes place from the 1st to the 3rd July 2022. 1. stage is a 13 km individual time trial in Copenhagen. 2. stage features 199 km through painteresque landscapes from Roskilde – Nyborg. 3. stage is a 182 km stage from Vejle – Sønderborg, which starts in hilly terrain before the route takes the riders to southern Denmark. Read all about the Danish stages here: <https://letourcph.dk/en/stages>

Follow the latest news and all information about the Tour de France in Denmark on the website www.letourcph.dk and on social media: @letourdk on Facebook, Twitter, and Instagram

The Grand Départ in Denmark is organized by a partnership established for this purpose, with the Ministry of Industry, the City of Copenhagen, Nyborg Municipality, Sønderborg Municipality, Vejle Municipality, and Roskilde Municipality as stakeholders. The Capital Region of Denmark, Region Zealand, the Region of Southern Denmark Sport Event Denmark contribute to the partnership.

A secretariat has been set up, which is responsible for the day-to-day operation of the partnership and ensures the planning of the Grand Départ in Denmark. Director of the Secretariat is Alex Pedersen.

Poster

ASO revealed the official Tour de France 2022 poster. Based on the Danish hosting of Grand Départ, a poster competition was announced in April, inviting Danish graphic designers and passionate amateurs to submit bids for this year's poster. The winner was the Danish graphic designer Peter Ludvigsen.

The poster: <https://bit.ly/3kNGZS6>

Business promotion in the House of Denmark

The Confederation of Danish Industry in collaboration with VisitDenmark, and Food Nation, will promote Danish companies in the House of Denmark in Paris on the same day as the Tour presentation. In addition to dialogue and networking between the companies and the invited stakeholders, the business promotion offers other exciting elements, including:

- o Panel discussion between Copenhagen's city architects, Camilla Van Deurs, and David Belliard, Paris' mayor for the transformation of public spaces and mobility.
- o Gastronomic staging of how cycling is a central part of Danes' everyday life. The 'Cycling Chef,' will create a unique dining experience where Danish gastronomy, sustainability, and the joy of food are linked to cycling.