



Valuable watt – cycling for cancer

A yellow shirt cruising into Paris is followed by a horde of relieved, tired and cheerful cyclists. The image is well known, but the setting is different. This is not a group of well-paid professional cyclist, who has had how ever much help on their journey. No, this peloton is doing it for fun and not to mention charity.

Team Rynkeby is a charity bike-race from Denmark to Paris that takes place every summer, and with 1200 participants and 250 helpers on 26 different teams from 6 different countries it's even bigger than the Tour de France. The race is very popular, and one of the requirements to participate is to raise funds for the battle against children's cancer, and online they use BetterNow for fundraising.

Friendly competition

A sport event, like a charity bike race, is the perfect opportunity to raise money for a good cause, and an important tool for this is online fundraising. The individual riders and the different teams compete against each other in raising the most money, and with BetterNow you can spread your word online and still keep an eye on fellow bikeriders donations.

It's easy for the riders to create their own online fundraiser on BetterNow, and by comparing their fundraisers with other team members and teams, the riders gets inspired and it creates a friendly competition. – says communications manager from Team Rynkeby, Mikkel Tholstrup Dahlqvist

A growing peloton

It all started in 2002 with just 11 people, a sponsor and a desire to exercise. Sponsored by the juice company Rynkeby the first bike team gathered € 5.000 for the battle against children's cancer.

Since then it has skyrocketed and today it's an event that gathers politicians, movie stars and elite athletes. In 2013 they had teams from six different countries and raised more than € 3 millions. And this growing engagement calls for a common fundraising platform.

'BetterNow is well integrated to our communication and we promote it to our riders through e-mail, social media and newsletters and as an international platform it's easy to implement to the new countries that has joined over the years. – says Mikkel Tholstrup Dahlqvist

Engaging athletes

Besides battling chilling winds, steep hills and flat tires these yellow-dressed pedal athletes tunnels a great deal of energy into raising funds. One way they do this is by telling their own personal story and spreading the word online.

Whether it's a mom and dad raising money for their cancerous son, a women fundraising in honor of her deceased father or just caring athletes, they have all committed to helping the approximately 200 children who are diagnosed with cancer every year. Everyone chipped in, and so far they have raised € 85.000 through BetterNow.

Team Rynkeby has shown that by combining exercise with charity you can create an enjoyable and giving race for both participants and the victims of children cancer.

And if you're in doubt about how to use BetterNow in event fundraising – [see what Team Rynkeby did.](#)

Team Rynkeby

Team Rynkeby started in 2002 and today they have teams from Denmark, Sweden, Norway, Faroe Island, Finland and Australia. They raise money for the Children Cancer Societies in the respective countries.

Results on BetterNow

