

“Every ride is a good deed” – Einhell and Zgonc support 24-hour cycling challenge for *LICHT INS DUNKEL*

Linz/Landau an der Isar, November 24, 2021 – This year, tool and garden equipment manufacturer Einhell from Lower Bavaria/Germany has once again teamed up with Austrian DIY, hardware, and gardening retailer Zgonc to support Austria’s biggest charity campaign *LICHT INS DUNKEL*. Under the motto “Every ride is a good deed,” celebrities from the worlds of sport and culture came together in the 24-hour cycling challenge to raise money for charity and help people with disabilities as well as families and children in need.

Cycling for good causes

Nine teams. Nine days. Nine Austrian states. Six celebrities at each event – and one grand final. These are the key stats for the 24-hour cycling challenge in support of “*LICHT INS DUNKEL*” (which translates literally as “Light into the dark”). Every day, a six-person team made up of celebrities and sports professionals took turns pedaling spin bikes for a total of 24 hours, collecting donations for good causes with every kilometer they cycled.

At the grand final on November 23 and 24 at Plus City in Linz, the three best teams from Lower Austria, Vienna and Salzburg cycled across the finishing line during the live TV broadcast “*Guten Morgen Österreich*.” During the evening gala, the total number of kilometers covered was converted into a financial donation by the main sponsors Einhell and Zgonc. A total amount of €230,000 was donated.



Former Super G world champion Hannes Reichelt, PlusCity owner Ernst Kirchmayr, and Einhell CEO Andreas Kroiss (left-to-right)
Photo: ORF/Osman Cetin

“I am really grateful that we have been able to take part in this fantastic event alongside ORF and that our donation will go exactly where it is needed. We are in the very fortunate position that our business is developing extremely well, so we had absolutely no hesitation at all about supporting LICHT INS DUNKEL again this year,” explains Einhell CEO Andreas Kroiss with pride when handing over the donation check.

“The teams that took part really delivered an amazing performance. This deserves our recognition. Particularly right now it is more important than ever to work together to help

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PRESS RELEASE

and support people who are having a much tougher time,” adds Michael Dockal, Zgonc CEO.

At the first 24-hour cycling challenge last year, the team at the time – made up of the two ex-skiers Armin Assinger and Hans Knauß, Paralympic cyclist Yvonne Marzinke and cabaret artist Gery Seidl – already covered 750 kilometers in 24 hours. Recipient of the donation amount of €150,000 was the charity Lichtblickhof in Vienna, who will be supported again this year.

“Lichtblickhof is a special place. Here, children with very serious illnesses or who have suffered from trauma receive special therapy. Horses and other animals help the children and their families find new zest for life and renew their strength. The helpers on site do incredible work here,” reports Andreas Kroiss, himself a native Austrian, who also visited the facility for a first-hand impression of the success of the projects.

“LICHT INS DUNKEL,” the charity organization of Austrian broadcaster ORF, has already been collecting donations for over 48 years, supporting more than 400 social projects and projects to help disabled people in Austria in the process. The philosophy of the organization is to provide financial and spiritual support for disabled children and adults as well as their families. Every year, *LICHT INS DUNKEL* manages to mobilize people and to bring individuals together to form a large community that offers support through donations.

For more information about the charity organization Licht ins Dunkel and about Lichtblickhof, please visit the following websites:

<https://lichtinsdunkel.orf.at/>

<https://www.lichtblickhof.at/>

About Einhell Germany AG

Einhell is a leading manufacturer of state-of-the-art tools and equipment for the house and garden. From its headquarters in Landau/Isar (Bavaria), the internationally successful company has continuously expanded its innovative rechargeable battery platform Power X-Change and is now the market leader in the area of cordless tools and garden equipment. For many years Einhell has set new standards in terms of endurance, performance, and safety. Einhell customers appreciate the freedom of cordless operation for all their DIY projects, as well as the excellent value for money that Einhell products represent and the first-class customer service offered by the company.

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