

Press release (21 December 2021)



Family enterprise matches every donation above 15 Euro on MTB News web portal

Schwalbe to donate another 15,000 Euro to World Bicycle Relief

Aid money positively affects every-day life: For the second year in a row, Schwalbe supports Christmas online fundraising campaigns of MTB News, eMTB News and Rennrad News to raise money for aid organisation World Bicycle Relief (WBR). Until Christmas, the family enterprise matches every donation over 15 Euro – up to a total amount of 15,000 Euro.

“It is absolutely incredible to witness what positive effects the bicycles provided by World Bicycle Relief have on the every-day lives of the people who get to use them. Therefore, supporting these projects has been close to our hearts for many years”, says Frank Bohle, executive partner of Ralf Bohle GmbH, which the Schwalbe brand is part of. “We hope that our participation will encourage as many people as possible to donate to World Bicycle Relief, just like last year.”

Schwalbe has been an active supporter of the World Bicycle Relief since 2014. Within the framework of their own support programmes, the organisation provides particularly robust and locally assembled bicycles, Buffalo Bikes, to people in rural, developing regions to allow greater mobility. In 2021 alone, many more than 60,000 bicycles were delivered.

“Many children must travel long distances to reach school and often arrive completely exhausted, some even need to quit school altogether”, explains Juana Gräter of World Bicycle Relief. “With these bicycles, they save valuable time and energy, they can concentrate better in school and increase their chances to successfully graduate from school with good marks.”



About World Bicycle Relief

The international aid organisation World Bicycle Relief develops and manufactures robust, high-quality cargo bicycles that are assembled locally and sustain the special requirements of rural development regions. Micro-enterprises increase productivity with the bicycles and earn more money for a living. Children go to school more regularly, improve their marks, and therefore broaden their career options for the future. Health care workers can reach more people, also in remote areas, and thus improve care. To secure the long-term viability of these programmes, WBR also trains local bicycle mechanics.

World Bicycle Relief was founded by F. K. Day (SRAM) in 2005, following the Tsunami in the Indian Ocean. Since then, more than 610,000 bicycles have been distributed in 21 countries and more than 2,600 mechanics were trained in Kenya, Zambia, Zimbabwe, Malawi, Colombia and others.

For more information about World Bicycle Relief see www.worldbicyclerelief.org/de.