

NEWS RELEASE



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WILEY X JOINS "LE TOUR"



The Danish charity organization called Team Rynkeby races from Denmark to Paris every year during the 'Tour de France'. The event is established to raise money to Børnecancerfonden, which is a Danish foundation helping children with cancer and their families. This year 584 riders took part in the event followed by 139 helpers, and in 2010 they raised a total of 633.000 EUR.

Team Rynkeby races the 1200 kilometers in 7 stages, and they reach Paris in time to see the final stage of the 'Tour de France' on Champs- Elysees.

Team Rynkeby consists of amateur cyclists, who are passionate about the charity project and who want to challenge themselves. Among the participants are also people from Danish television and the prime minister of Denmark, Lars Lykke Rasmussen.

Another participant in 2011 was Michael Hartvigsen, manager at Maersk Resolve, who wore his Wiley X glasses all the way to Paris. Maersk Resolve is an oilrig in the North Sea - they use Wiley X safety eyewear in their daily work.

To read more about Team Rynkeby and to sign up for the 2012 tour, please visit www.team-rynkeby.dk.