



New start for the cycling classic in the center of Eschborn

The cycling classic on May 1st has been starting in Eschborn for 15 years. Now the town and the cycling classic are moving even closer together: For the first time, the pros will start right in the center of Eschborn. From Rathausplatz, the world's best cyclists will ride through the Taunus hills to the Alte Oper in Frankfurt.

The new starting point is far more than just a symbol. Eschborn's Rathausplatz has been a hotspot on May 1st for years. Thanks to the great commitment of the cultural department of the city of Eschborn, the route festival is held here every year, with which many Eschborn residents show their solidarity with the cycling classics. With the relocation of the professional start from the industrial estate to the town center, this commitment is now being enhanced.

"We want to bring the race even closer to the people. May 1st has been firmly anchored in the region for more than 60 years. This cycling festival is a day to take part, ride and celebrate. Now even more Eschborn residents will get the full race experience," says **Matthias Pietsch**, Managing Director at A.S.O. Germany.

The team buses will be lined up at Eschborn town hall and offer all fans the ideal opportunity for selfies and autographs before the start. There will also be a stage program where each individual rider will be introduced. The cycling classic will then start at noon with the neutralized start. And the Eschborn Cycling Day has much more on the program that makes it worth a visit: The young riders in the U23 category will also start from the Rathausplatz and there will be the traditional passage of the pros shortly before they race for victory in Frankfurt.

The pros make way - the ADAC Velotour experience is being expanded

New start location for the pros, more space for the ADAC Velotour. To enhance the experience for amateur athletes, the traditional start and finish area in Elly-Beinhorn-Straße in Eschborn now belongs entirely to the ADAC Velotour. Because the race is growing. It is already foreseeable that the ADAC Velotour will once again be sold out early. Three months before the start of the race, only a small contingent of the 10,000 starting places is still available on eschborn-frankfurt.de.

The pros make way to expand the offer for the Velotour riders. The focus is primarily on the experience after the finish line. *"The ADAC Velotour doesn't end at the finish line. May 1st is a day to celebrate. Especially after the race and preferably together with family and friends. That's why we now have even more offers on the large area. We have redesigned the post-race catering, there is a new children's program, plus our stage and the hr live broadcast. And all with plenty of space,"* says **Nathanael Bank**, Head of Eschborn-Frankfurt.