

Dear cycling friends,

In 2014, following the motto "We cycle for charity," we will embark on our seventh annual GBI Europe.

From a spontaneous idea in 2008, together with more than 400 motivated ITC experts from over 20 countries, with a strong personal connection to the telecommunications and IT industries, we build our ambitious community.

This year we ride together by bicycle from Budapest via Vienna to Munich. We will have the choice to cycle along one of two challenging routes, somewhere between 650 km and 950km, all in aid of a great charitable cause.

In addition to a registration fee of 299€ an essential part of our philosophy is that every single participant collects between 200 and 300 € (depending on the country's GDP) for charitable institutions in his / her own home country.

With thanks to this contribution, every year so far we have raised an incredible six-figure donation that we officially hand over on the final day of the tour to a representative of the supported charitable organizations.

We look forward to seeing you in Budapest!



Michael Leuenberger  
Tourdirector  
Global Biking Initiative

# Budapest - Munich

15<sup>th</sup> June - 21<sup>st</sup> June 2013

650 km [Track 1] / ~ 950 km [Track 2]



**GBI Europe  
2014**



# WE

# CYCLE

# FOR CHARITY

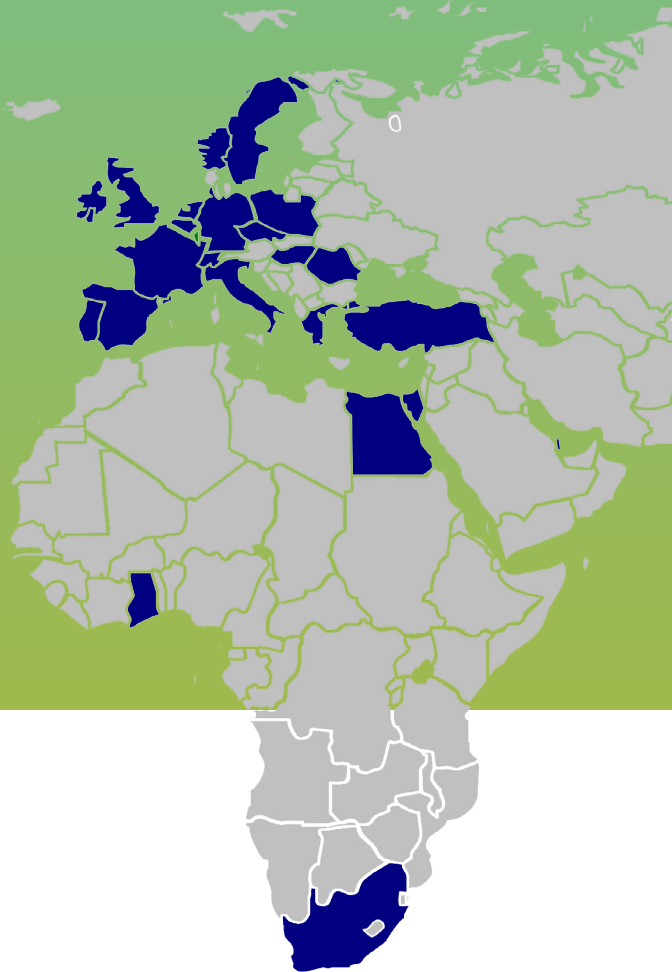
... are a fast growing global community within the Information Technology and Telecommunication (ITC) industry - made up mostly of specialists in Technology, Marketing, Sales, (Customer-) Operations or their direct supportive roles.

Various Global Biking Initiative events take place during the year organized either locally, in a specific country, or across several countries. They typically last a few days and follow different challenging routes.

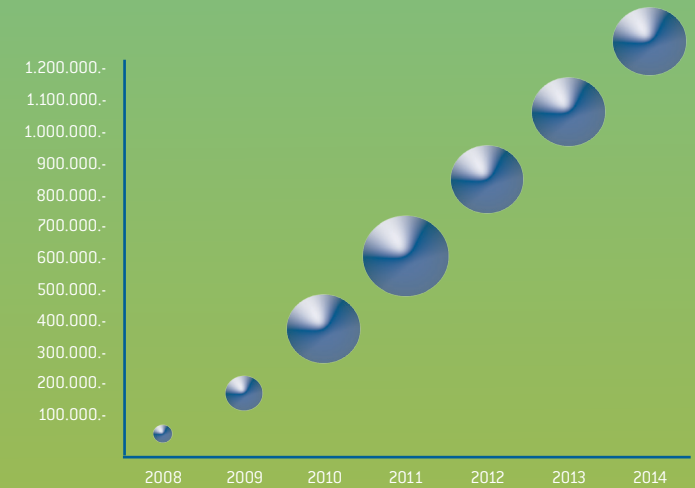
Each participant raises a minimum of between two and three hundred Euros (depending on the country's GDP) prior to the tour, in support of a charity in his or her country.

Traditionally, the largest event in a year is the GBI Europe, which will take us in 2014 from Budapest to Munich.

In 2014, our challenge is to raise again over 200.000.- Euro fund.



	Route	Raised Fund	Participants	Countries
2008	Dusseldorf Newbury	23.630.- €	63	5
2009	Milan Dusseldorf	100.652.- €	212	7
2010	Prague Dusseldorf	211.382.- €	260	13
2011	Amsterdam Dusseldorf	264.000.- €	265	18
2012	Oslo Dusseldorf	206.405.- €	366	20
2013	Paris Neuss	196.400.- €	356	21
2014	Budapest Munich	> 200.000.- €	> 400	> 22



## www.gbi2014.org

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Participants:  
find your local GBI Country Champion on  
www.gbi-event.org under 'About Us'

