



LOVE RIDE SWITZERLAND COMMITTEE

Press Release for Love Ride 28
– Sunday, 3 May 2020, 8 am

Donations in spite of the Corona crisis

The Love Ride Switzerland, the largest charity event of its kind in Europe to benefit people suffering from a muscular disease or disability, could not be held this year due to the measures adopted by the Swiss Federal Council to contain the spread of the corona virus in Switzerland. An exclusive pop-up retail and surprises around Christmas should reduce losses of donations.

In light of the epidemic curve trend and scientific recommendations, the Swiss Federal Council announced on 13 April 2020 to gradually ease measures put in place to protect the public from the new coronavirus. This process shall occur in several consecutive phases and be accompanied by precautionary measures, whereby the transition from one phase to another depends on there being no significant increase in COVID-19 cases. Thus, sufficient time has to be allowed between each phase so that the effects of the ease of measures can be observed. Large-scale events involving more than 1000 people will remain banned until the end of August, the realisation of events with fewer than 1000 participants will be decided on 27 May.

Against this background, the specially appointed working group of the Love Ride Committee decided in a virtual meeting on a concept taking into account the planning uncertainties and being quickly and easily put into practice as soon as conditions allow.

Strategy on the Collection of Donations

This year's strategy on the collection of donations consists of two parts: For one thing, a two-day exclusive pop-up retail on a given weekend and then – for the first time – a Christmas special with two, three surprises for the Christmas time. Chairman Bruno Leutwyler: «This approach allows to generate donations, and to provide fans and collectors with the desired items such as T-shirts, caps, pins, little bears or bandanas as well. And for attractive Christmas presents is also cared for this year.» Presumably in late summer, a separate solution will be implemented for volunteer helpers. Information on the precise dates and location of the actions will be provided by the committee after 8 June 2020 via multiple communication channels.

No Ride-out

Besides alternative ways of collecting donations, the prospect of a ride-out in late summer was discussed, but rejected due to organisational issues. Leutwyler: «We wanted to deploy a solution that can be realised in a short period of time. A ride-out needing various permits and volunteer helpers does not fit into this concept under the given planning uncertainty.» Thus, the next ride-out will be conducted on the **29th Love Ride on Sunday, 2 May 2021.**

Donations at anytime

Notwithstanding the strategy worked out, donations to the Love Ride Switzerland are always welcome and can be paid year-round into the following bank account:

Donation Account: UBS Dübendorf, IBAN: CH80 0020 2202 9797 9740 V.

As the Love Ride Committee and helpers work on a voluntary basis and sponsors fund the event, the complete donation amounts benefit people with muscular disease or disabilities. Leutwyler: «Naturally we hope that the overwhelming and profound solidarity with the disabled people, which is perceivable at every Love Ride, will also have an impact on our promotions. Nonetheless, one should not forget that donations are also very welcome year-round.»

Protecting Public Health

We continue to believe that the protection of health should be given the highest priority, particularly that of people at especially high risk from becoming seriously ill. These include people with disabilities, who are at the centre of everything we do.» We trust in the well-founded evaluation of the situation by the Swiss Federal Council and will provide further information as soon as some kind of planning security emerges.

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