



LOVE RIDE SWITZERLAND COMMITTEE

Press Release About the Popup Retail Store on Saturday and Sunday,
26th and 27th September 2020, 10am-6pm

Donations despite corona crisis

Love Ride Switzerland, Europe's largest charity event in support of people with a muscle disease or disability, could not take place this year due to the Swiss government's measures to contain the Corona virus. To reduce the loss of donations, a joint event between Love Ride Switzerland and Müller und Jussel AG in Mönchaltorf took place last weekend, September 26 and 27, 2020. Spread over two days and eight hours each, more than 1,000 visitors attended the event and a donation of almost CHF 11,000 was generated.

Last weekend, the previously announced popup retail took place at the Open House of Müller und Jussel AG in Mönchaltorf. In spite of the periodic nasty weather, over 1,000 good-humored visitors attended the community event, which raised almost CHF 11,000 in donations through the sale of souvenirs and drinks. The event was accompanied by a protection concept and its strict adherence was controlled.

Donations despite COVID-19

The Love Ride, which takes place on the first Sunday in May and under normal circumstances generates a donation volume between CHF 250,000 and 500,000, could not take place this year due to the Corona crisis. To reduce the loss of donations, a two-day exclusive pop-up retail event was held last weekend. According to the motto 'A heart moves', many visitors came to the Love Ride stand, bought souvenirs or donated directly into the donation box, despite sometimes adverse weather conditions. Bruno Leutwyler, Chairman of the Love Ride Committee: «It is a difficult time for many and we are very grateful that donations could be collected nevertheless. The money is still needed – Corona crisis or not.» Due to the great demand of the souvenirs it will be possible to order them directly online at Love Ride Switzerland. Further information will be announced soon on www.loveride.ch.

Strong partners and fan community

Even though the organization of events this year is associated with special challenges, the Love Ride Committee was able to count on the support of partners, helpers and fan community. Chairman Leutwyler: «Without our partners, helpers and loyal fans, the popup retail would not have been possible under the current conditions. We would therefore like to thank Müller & Jussel AG in Mönchaltorf, Metzgerei Angst in Zurich, Girsberger & Sieber beverage service from Uster, Lenzlinger AG, and the numerous helpers and visitors. Without them and the dutiful compliance with the protection concept, the event would not have been possible.»

Donations always welcome

Regardless of past or future campaigns, donations to Love Ride Switzerland are always welcome and can be paid all year round into the following account:

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

Since the Love Ride Committee and all helpers work on a voluntary basis and events are covered by sponsorship money, the entire amount of the donation goes entirely to people with a muscle disease or disability.

Love Ride 29

The preparations for the 29th edition of Love Ride Switzerland on Sunday, May 2, 2021 at the airfield in Dübendorf ZH are already underway. The actual design of the event will, however, depend on the regulations applicable at that time.

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