



Press release

Take part in the RADGEBER campaign

Donate an old bike and do some good: in partnership with the RADGEBER campaign, star is helping to collect used bikes for people in need

Elmshorn, 6th August 2018 – star petrol stations don't just welcome motorists, but cyclists too. As part of its sponsorship of EuroEyes Cyclassics Hamburg, one of the biggest cycle races in Europe, the petrol station chain is supporting the RADGEBER donation campaign, a joint initiative of sporting hamburg and EuroEyes Cyclassics. For one week, the star petrol station at Baumeisterstrasse 4 in St Georg will act as a collection point for used but still useable bikes, which will then be passed onto people without bicycles.

Hamburg hopes to become a cycling city, but there are plenty of Hamburg residents who cannot afford a bike. This lack of mobility and reduced quality of life also means many children do not learn how to ride a bike properly. Not least because of this, many federal road safety organisations lament the fact that increasing numbers of schoolchildren are not equipped to deal with traffic. *

On the other hand, many Hamburg residents have an old bike in the basement or garage. Now there's the opportunity to declutter at home and do some good in the process. The RADGEBER campaign has made it its aim to supply people who cannot afford a bike with used but still useable bikes. While the campaign will peak at EuroEyes Cyclassics on 19th August 2018, the centrally located star petrol station at Baumeisterstrasse 4 in St Georg will be facilitating the drop-off of unwanted bicycles from 12th to 18th August 2018 under the motto '*Donate bicycles with star*'. Bikes can be donated from 5am to midnight from Monday to Friday, and at any time on Saturday and Sunday.

There's a 'thank you' surprise waiting at star

Alongside the feel-good vibes, every person handing in an old bike at EuroEyes Cyclassics or the star petrol station will receive a small 'thank you' gift. During EuroEyes Cyclassics on 19th August, unused bicycles will be accepted on the Reesendambrücke on Jungfernstieg



between 10am and 4pm. In addition to star, partners of the RADGEBER Initiative from sporting hamburg are EuroEyes Cycclassics, Hanseatic Help, and Westwind Hamburg e.V.

The campaign is taking place as part of EuroEyes Cycclassics, one of the biggest cycle races in Europe for professionals and amateurs, which will lead through the Elbe metropolitan area and Schleswig-Holstein on 19th August 2018. As a supporter of environmentally friendly endurance and family sports, star is the main sponsor for the third time as well as being the 'official fill-up partner' of the event. Around 18,000 participants and 650,000 spectators are expected at the event.

*Source: <http://www.spiegel.de/lebenundlernen/schule/deutschland-viele-kinder-koennen-nicht-richtig-fahrradfahren-a-1209541.html>

star – a powerful brand from ORLEN Deutschland GmbH

star is the petrol station brand of ORLEN Deutschland GmbH, which has been operating more than 580 petrol stations in the northern half of Germany since 2003. The company, which is based in Elmshorn near Hamburg, is part of the Polish oil and energy group PKN ORLEN SA, which is the largest enterprise in Central Eastern Europe, with an annual turnover of EUR 23 billion in 2017.

PKN ORLEN is one of the leading players in the oil and energy market and the only Polish company included in the prestigious Fortune 500 list of the world's biggest companies.

PKN ORLEN operates a modern infrastructure capable of processing more than 30 million tonnes of different crude oils per year. With around 2700 petrol stations, the network is one of the largest in the entire region of Central and Eastern Europe.

Contact:

ORLEN Deutschland GmbH

Wieslaw Milkiewicz, Managing Director and Press Spokesman
Telephone: 04121 / 4750 – 1609, wieslaw.milkiewicz@orlen-deutschland.de

Isabel Mai, Manager of Corporate Communications
Telephone: +49 (0)4121 / 4750 – 1751, isabel.mai@orlen-deutschland.de