



PARIS SAINT-GERMAIN LAUNCHES WE RIDE PARIS, A CONNECTED CYCLING CHALLENGE BRINGING COMMUNITIES TOGETHER

From 17 August to 13 September 2026, Paris Saint-Germain is launching We Ride Paris, a unique initiative bringing together the football, cycling and connected fitness communities. Developed with the support of professional cycling team Groupama-FDJ UNITED and several leading names in cycling and connected fitness – FDJ UNITED, WHOOP, Zwift and Wilier – the initiative aims to bring as many people as possible together around a fun, sporting and collective challenge.

Whether on Zwift or out on the road, participants will be invited to ride at least 16.4 kilometres. A number of highlights will then take place throughout the initiative, including virtual group rides alongside professional Groupama-FDJ UNITED riders, a finale at the Parc des Princes and an auction of exclusive bikes, with proceeds donated to the Paris Saint-Germain Endowment Fund – PSG For Communities and the Xana Foundation.

A challenge open to all cycling and Paris Saint-Germain fans.



From 17 August to 13 September 2026, participants will be invited to take part in We Ride Paris on Zwift. Represented by an avatar wearing an exclusive cycling kit and riding a virtual Wilier Filante SLR ID2, both featuring the event's colours, participants will complete a 16.4-kilometre virtual loop through the streets of Paris, fully decked out in the colours of We Ride Paris. Along the route, they will pass some of the French capital's most iconic landmarks, including the Champs-Élysées, the Jardin des Tuileries and Montmartre.



Several group rides will also be organised on Zwift, giving participants the opportunity to ride together and share the experience alongside professional riders from Groupama-FDJ UNITED.

To enable as many cycling enthusiasts as possible to take part, those without a Zwift account can also join We Ride Paris by sharing a link to a ride of at least 16.4 kilometres recorded using the sports tracking app of their choice.

Registration and full participation details are available on the dedicated website:

<https://psg.fr/we-ride-paris>

A unique finale event at the Parc des Princes

At the end of the initiative, six participants who have registered via the dedicated website and either completed the Zwift challenge or recorded a 16.4-kilometre ride using the sports tracking app of their choice will be selected through a prize draw and invited to take part in an exclusive event at the Parc des Princes.

At the Club's iconic stadium, they will take part in a unique group ride on Zwift alongside Club personalities and professional riders from Groupama-FDJ UNITED.



A wide range of prizes will also be up for grabs throughout the initiative and awarded to participants, including VIP experiences at professional cycling races with FDJ UNITED, a Zwift Ride smart bike and annual Zwift memberships, official We Ride Paris cycling kits, WHOOP wearables and monthly memberships, as well as vouchers for the Paris Saint-Germain online store.

An auction in support of PSG For Communities and the Xana Foundation

To make the challenge a truly unique experience, Paris Saint-Germain commissioned internationally renowned artist Edgar Plans to create the distinctive visual identity for We Ride Paris. His design has been applied to a cycling kit, a Zwift Ride smart bike and an exceptional Wilier bicycle, bringing together the worlds of Paris Saint-Germain, PSG For Communities and the Xana Foundation.



As part of the initiative, Wilier and Zwift will provide five Filante SLR ID2 bikes and five Zwift Ride smart bikes respectively, all customised in the We Ride Paris colours. These exclusive pieces, created especially for the occasion, will be auctioned by Paris Saint-Germain. All proceeds from the auction will be donated to PSG For Communities, through the Paris Saint-Germain Endowment Fund, and the Xana Foundation to support their work.



Through We Ride Paris, Paris Saint-Germain continues to develop innovative sporting experiences that bring together an ever-growing community around the values of sharing, self-improvement and solidarity.

More than a cycling challenge, We Ride Paris celebrates the power of sport to build bridges between disciplines and communities in support of meaningful causes.

The We Ride Paris launch video is available [here](#).

About PSG for Communities

PSG For Communities is the banner that brings together and embodies Paris Saint-Germain's social and community commitments, carried out, depending on the initiative, by the Paris Saint-Germain Foundation, created in 2000, and/or the Paris Saint-Germain Endowment Fund, launched in 2013.

The Endowment Fund works to support children, young people and communities facing hardship through initiatives with a strong social impact. In particular, it delivers educational, sports-based and community programmes in France and internationally, using sport and its values as tools for learning, personal development and solidarity. Through the initiatives carried out under the PSG For Communities banner and its four flagship programmes – Allez les filles!, L'École Rouge et Bleu, La Cantine Solidaire and One Team – the Endowment Fund harnesses the power of sport to support those who need it most.

About Xana Foundation

Xana Martínez Cullell is at the heart of and the inspiration behind this family-run, charitable, non-profit foundation, whose Board of Trustees shares the same values, objectives and family ties, as it is made up of members of Xana's family.

Established in Barcelona in November 2023, the Foundation is committed to working with dedication, rigour and compassion to support families affected by the illness of a child.

About Groupama-FDJ UNITED Cycling Team

Founded in 1997 by Marc Madiot and now led by Thierry Cornec, Groupama-FDJ UNITED has competed at the sport's highest level as a UCI WorldTeam since 2012. Backed by its long-standing partners Groupama and FDJ UNITED, it is France's leading team in the international peloton. Renowned for its development pathway — through its feeder squad, La Conti Groupama-FDJ UNITED — and for its ethical commitment as a member of the Mouvement Pour un Cyclisme Crédible (Movement for Credible Cycling), the team relies on a new generation of leaders headed by Romain Grégoire.

About WHOOP

WHOOP delivers a wearable membership to help people live healthier, longer lives and unlock extraordinary potential. Through a powerful 24/7 wearable with a 14-day battery life, WHOOP provides intelligent health guidance across sleep, recovery, strain, fitness, and longevity. The health platform includes an FDA-cleared ECG, a Healthspan longevity feature, Blood Pressure Insights, and Advanced Labs blood biomarker analysis. Research shows that people who wear WHOOP daily log more than 90 additional minutes of exercise per week, get over two extra hours of sleep, and have 10% higher heart rate variability.

Trusted by millions of members worldwide including athletes, global leaders, military operators, executives, and artists, WHOOP has become a modern symbol of disciplined, intentional living. WHOOP was founded in 2012 and is headquartered in Boston. The company has raised more than \$9400 million in venture capital, ships to 56 countries, and operates in six languages. To learn more or start a one-month free trial, visit whoop.com and connect with WHOOP on [Instagram](#), [X](#), [Facebook](#), [LinkedIn](#), and [YouTube](#).

About Wilier Triestina

Founded in 1906, Wilier Triestina is one of Italy's most historic cycling brands. Based in Rossano Veneto (Vicenza), the company designs and manufactures high-performance road, gravel, and mountain bikes, combining Italian craftsmanship, technological innovation, and over a century of racing tradition.

Guided by its Culture of Speed, Wilier Triestina continues to develop bicycles that combine performance, innovation, and design, serving both professional athletes and passionate

cyclists around the world.

ABOUT ZWIFT

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts, experienced video game developers, and disruptive thinkers. Play is in our DNA and we know fun fuels results.

Zwift utilizes massively multiplayer online gaming technology to create rich, 3D worlds ripe for exploration. Join thousands of cyclists and runners in immersive playgrounds like London, New York, and Paris as well as our very own Watopia.

Our app connects wirelessly to exercise equipment: bike trainers, treadmills, and more, so your real world effort powers your avatar in the game.

From friendly races to social rides and structured training programs, Zwift unites a diverse community in pursuit of a more fun, immersive and social fitness experience.

CONTACT DETAILS

Abi Golding

Sr. PR Manager
Europe

abigail.golding@zwift.com

Chris Snook

Senior Director, PR & Customer Marketing
chris.snook@zwift.com

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