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ZWIFT'S 'TOUR FOR ALL' SEEKS TO UNITE COMMUNITY IN CHARITABLE INITIATIVE

MULTI-STAGE MASS-PARTICIPATION EVENT TO SUPPORT DOCTORS WITHOUT BORDERS/MÉDECINS SANS FRONTIÈRES (MSF) IN COVID-19 RESPONSE

Zwift, the global online training platform, has today announced their latest, and biggest, charity support month, 'Tour for All'. The four-week-long series of events will raise funds for Doctors Without Borders/Médecins Sans Frontières (MSF) and its COVID-19 Crisis Fund.

Cyclists, runners and triathletes are all invited to join in the fun from May 4th to May 30th. To kick things off, Zwift will be making a donation of \$125,000 to MSF. Once 250,000 people from Zwift's global community have completed at least one Tour for All event, Zwift will match its initial donation with an additional \$125,000 for a total of \$250,000, one dollar for every participant. Zwifters taking part who would like to make further donations in support of MSF will be able to do so via a Zwift x MSF donations page that will be live ahead of the Tour beginning in May.

“Over recent months, the world has been turned upside down and I think we are all adjusting to a new normal,” says Eric Min, Zwift CEO and Co-Founder. “We’re in a unique position to bring together a global community and unite behind one cause, raising money for those who are helping to keep us safe. MSF is responding to the COVID-19 emergency in multiple ways - caring for patients, offering health education and mental health support, and providing training for vital infection control measures in health facilities around the world. I invite our global community to join us in supporting these lifesaving efforts. Of course, let’s have some fun along the way!”

Zwift's Tour for All will be a five-stage event running from May 4th to 30th. Stages will be held across all time zones globally, and in keeping with the name, there will be events for all interests.

Zwifters will be challenged to complete all five stages but can do so in a variety of ways. There will be group rides and runs with both long and short distance formats. Those with a competitive streak will be able to take part in races during each stage, and there will also be women-only events as well.

“I can't imagine that I will be alone in looking forward to taking part in this challenge and supporting MSF in their response to COVID-19”, adds Min. “However, I'm not just a cyclist (or newbie runner), I'm also a cycling fan. We will have a further announcement connected to Tour for All being made next week. Fellow cycling fans, stay tuned for that one!”

For more information on Zwift's Tour for All head to:

Ride - zwift.com/tfaride

Run - zwift.com/tfarun

For more information on Doctors Without Borders/Médecins Sans Frontières (MSF) head to www.msf.org

ONE GREAT CAUSE.

TOGETHER WE CAN MAKE A DIFFERENCE.





ENDS

About Zwift

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts that also happen to be experienced software and video game developers. Combining that passion and deep understanding of the fitness world, Zwift is the first company to use massive multiplayer gaming technology to bring the outdoor experience indoors. Athletes from around the globe can train and compete with each other in rich, 3D-generated worlds simply by connecting their existing devices & hardware (e.g. cycle trainers, power meters, treadmills heart rate monitors, etc) wirelessly via open industry standard ANT+ and BLE. From friendly competition, to racing & structured training programs, Zwift is building a community of like-minded athletes united in the pursuit of a better social fitness experience.

About Doctors Without Borders/Médecins Sans Frontières (MSF)

Doctors Without Borders/Médecins Sans Frontières (MSF) is an international medical humanitarian organization delivering care to those most in need. Its team of over 43,000 doctors, nurses, logisticians, epidemiologists, mental health professionals, administrators, and others assist people caught in crises around the world.

In more than 70 countries, MSF saves lives threatened by violence, disease, malnutrition, exclusion from health care, and catastrophic events.

MSF's decision to launch projects in any crisis is based solely on its expert assessment of people's medical needs, regardless of race, religion, or political affiliation.

MSF's independent, neutral and impartial funding allows the organization access to patients in conflicts where others cannot go. It serves no agenda other than delivering quality medical care.

An introduction video to MSF can be found [here](#)

How is MSF responding to COVID-19?

Doctors Without Borders/Médecins Sans Frontières (MSF) teams are responding to COVID-19 on multiple fronts – caring for patients, offering health education and mental health support, and providing training for vital infection control measures in health facilities around the world. MSF's response to COVID-19 is evolving rapidly. MSF is opening new projects in response to COVID-19 and adapting existing ones to help cope when cases are identified.

As MSF scales up its response to the COVID-19 pandemic, a key priority is to keep its more than 400 medical programs running for the tens of thousands of patients and extremely vulnerable communities they help support. This pandemic threatens the lives of people around the world, and presents even greater risks in countries with weak or fragile health systems.

Learn more at www.msf.org

ABOUT ZWIFT

Zwift is the indoor training phenomenon taking the world by storm. An online platform helping everyone meet their fitness goals while having tons of fun along the way. Engaging gameplay meets fitness meets a global community of cyclists and runners. The result? Serious training made fun.

Meet new friends. Make new rivals. Ride up mountains. Run through jungles. Sprint through real roads made virtual or cruise across futuristic cities. Fun, flexible year-round training becomes the new normal with Zwift.

Build strengths and smash weaknesses with thousands of workouts. Train day or night, no matter the weather, and close the gap between where you are and where you want to be. Looking for something more specific? Flexible training plans by world-class coaches adjust to your schedule and help get you ready for race day.



ZWIFT