



Press Release
Marne-la-Vallée, June 1st, 2017

Disney Business Solutions sets a magical start for the 4th edition of the Paris-Modena charitable cycle tour



Celebrating its fourth year, the famous [Paris-Modena™](#) charitable cycle tour will start in the heart of Disneyland® Park on June 3rd. Disney Business Solutions teams have put together all of their expertise in event organization to support this fundraising race and turn this cycling event into a true moment of sharing and emotion for all.

35 cyclists will start their race in front of the Castle of Sleeping Beauty in an atmosphere full of magic: music, characters, public speaking... They will go through Main Street USA to leave the park and join their first stage Reims before crossing France and Northern Italy down to Modena.

Disneyland® Paris has invited 30 children of the [Rêves](#) NGO to attend this unprecedented departure and spend a magical day in the parks. More than a sporting event, Paris-Modena™ serves a charitable cause: the NGO will be given 1 € for every kilometer traveled by participants.

Combining a passion for sports and the emotion of an event: at the core of Disney Business Solutions DNA

Hosting the Paris-Modena™ race is part of the many major sporting events organized by Disney Business Solutions: the Disneyland Paris Leaders Cup LNB since 2013 and *runDisney* since 2016. In 2018, the destination will host the Junior Ryder Cup, the Table Tennis World Cup as well as the Artistic Skating World Championship, all of those highlights turned unique by a strong will: bringing to life the Disney values of sharing, commitment, wellness and emotion, to experience with family and friends.

About Disney Business Solutions

Disney Business Solutions is the entity in charge of business tourism and special events in Disneyland® Paris, Europe's leading integrated destination (hotels, restaurants, rental spaces, activities, etc.). The market leader, Disney Business Solutions has been organising around 850 events a year for the last 24 years. Its teams rely on the power of the DNA of Disney, the creator of storytelling, and mobilise all their expertise to place emotion at the heart of their events in order to turn them into unforgettable stories.

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