

A helping hand worth DKK 40 million gives Danish athletes new hope

The Salling Foundations, KIRKBI and the Danish government have joined forces to provide financial assistance to support Danish elite sport. Team Danmark and the Sports Confederation of Denmark (DIF) will receive a total of DKK 40 million, to help Danish athletes for another year up to the Olympic and Paralympic Games, which have been postponed until 2021.

Danish athletes competing in the Danish colours are a source of pride and enjoyment for everyone supporting them in Denmark. However, Danish elite sport is severely affected by the coronavirus crisis, as the federations' income for elite sport activities has disappeared, and the postponement of the Olympic and Paralympic Games imposes increasing costs for an extra year of preparation. Now, the Salling Foundations, KIRKBI and the Danish government have given the Danish athletes a helping hand to the tune of DKK 40 million.

The government is making a special appropriation of DKK 15 million to cover the extraordinary costs due to the postponement of the Olympic and Paralympic Games until 2021.

The Salling Foundations wish to continue their support by donating a further DKK 15 million to Team Danmark, which will primarily be used in the work with athletes and trainers, while KIRKBI is donating DKK 10 million to DIF for the preparations for the Olympic and Paralympic Games.

This support is warmly welcomed by both Team Danmark and DIF.

“Team Danmark is grateful for this support for Danish elite sport, and the athletes are extremely delighted with this helping hand. These funds will make it possible for us to support athletes, trainers and elite sport activities in the federations at a very difficult time for us all,” says Team Danmark's Chairman, Frank Jensen.

Niels Nygaard says:

“All elite sport is cancelled, and the paradox is that we have never before had such a need to join forces on something positive for everyone. More than ever before, there is a great need to help our athletes, so that they can enthral us when they compete in the Danish colours a year from now in Tokyo. Danish sport is therefore honoured and grateful to receive these extraordinary donations,” says Niels Nygaard, Chairman of DIF and Denmark's Olympic Committee.

Danish Minister for Culture Joy Mogensen says:

“The Danish athletes and all Danish sports fans are really disappointed that the summer Olympic and Paralympic Games in Tokyo have been postponed. This was the right decision, however. This postponement has a severe impact on the Danish preparations for the Olympics and Paralympics, since the athletes have to wait for another year to compete. The government is therefore ready to give an extra helping hand, so that DIF and Team Danmark can support the athletes, and renew contracts with trainers and other sports personnel. Now, Denmark can make the best possible preparations to compete for medals at next year's Olympic and Paralympic Games.”

With their donation, the Salling Foundations are once again demonstrating their support for the Danish athletes. Since 2009, the Foundations have donated DKK 125 million to Team Danmark, thereby giving a significant and prolonged boost to Danish elite sport. Up to the postponed

Olympics next summer, the Salling Foundations wish to provide a further DKK 15 million in support, according to Per Bank, CEO of the Salling Group.

“Especially at a time like this it's important to remember how much we can achieve together. Denmark's best athletes are a good reminder of the power of working together to achieve outstanding results. At Salling Group and the Salling Foundations we are therefore pleased to be able to continue our long-term collaboration with Danish elite sport and, at a time of great uncertainty for the athletes, help them to make the most of their opportunities up to the Olympics and Paralympics next year,” says Per Bank.

So far, KIRKBI has supported DIF with DKK 40 million up to the Olympic and Paralympic Games in Tokyo. Due to the postponement, KIRKBI is expanding the partnership financially with an extraordinary donation of DKK 10 million to ensure optimum conditions for the Danish athletes to prepare for the Olympics in Tokyo:

“KIRKBI established a partnership agreement with DIF back in 2017, and during the last four years we've seen an incredibly positive response from DIF and not least the Olympic and Paralympic athletes who have benefited from the partnership agreement. It was therefore natural for us to renew the agreement and help to ensure optimum conditions for the athletes' preparations. For us, the key aspect of the cooperation in recent years has been to support the athletes, who are important role models – not least for children and young people. These Olympic and Paralympic athletes are realising their dreams, are passionate about their discipline, and remind us all that even the most ambitious goals can be achieved. We consider this to be both important and inspiring,” says Søren Thorup Sørensen, CEO of KIRKBI.

About the Salling Foundations

The Salling Foundations work to improve people's everyday lives. As the owners of Salling Group, which is behind chains such as Netto, Føtex, Bilka, Wupti and Salling, every year the Salling Foundations donate some of the profit from Denmark's largest retail Group to initiatives and projects within culture, sport, education, church activities and other charitable purposes. Since 2012 alone, the Salling Foundations have distributed more than DKK 1 billion, for the benefit and enjoyment of people in Denmark. Read more at sallingfondene.dk/

About KIRKBI

KIRKBI is the Kirk Kristiansen family's private holding and investment company. The company's mission is to ensure a sustainable future for the family ownership of the LEGO® brand down through the generations. Read more at www.KIRKBI.com

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