



KIRKBI A/S donates DKK 50 million to Paris 2024 preparations

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KIRKBI A/S continues to support Danish athletes, this time through a DKK 50 million donation in the run-up to the Paris 2024 Olympic and Paralympic Games.

Danish athletes did brilliantly at the Olympic and Paralympic Games in Tokyo. The athletes won an impressive 16 medals and in the process created lots of memorable moments for the many Danes watching the event from home. One of the secrets behind the great performances was the support that the athletes received for their preparations – in the form of donations from a number of Danish companies, including KIRKBI A/S.

Now there is good news for the athletes who have their sights set on the Paris Olympic and Paralympic Games in 2024. KIRKBI has entered into a partnership agreement with the National Olympic Committee and Sports Confederation of Denmark (DIF) and Team Denmark – involving the donation of DKK 50 million in the run-up to the Paris 2024 Olympics.

“I’m extremely proud and grateful for KIRKBI’s support for the Olympic and Paralympic athletes. There’s no doubt that the support was crucial for the Tokyo Games, and I’m so pleased that KIRKBI A/S will also be supporting the athletes in the run-up to the Paris Games. The donation will make a huge difference for the athletes,” explains Hans Natorp, Chairman of DIF, which is the Danish National Olympic Committee and responsible for the Danish Paralympics operation.

The original donation for the Tokyo Games was DKK 40 million kroner, but when the games were postponed at short notice due to the COVID-19 pandemic – leaving the athletes extremely frustrated – KIRKBI donated an additional DKK 10 million to help them prepare. Now KIRKBI is ready with a new donation.

“The response we have had from DIF and the athletes who have benefited from the partnership agreement in recent years has been incredibly positive. Therefore, it is only natural for us to continue our cooperation and help ensure the best possible conditions for the Olympic and Paralympic athletes preparing for Paris 2024. The athletes are realising dreams, they are deeply passionate about their sport, and they remind us that it is possible to achieve even the most ambitious goals. They are role models, which we think is both important and inspiring,” says Søren ThorupSørensen, CEO of KIRKBI.

Danish kayaker Emma Aastrand Jørgensen was one of the athletes who received support from KIRKBI in her preparations for the Tokyo Olympics, and who ended up winning two medals in Japan.

“The donation from KIRKBI meant that I could live as a professional in the run-up to the Tokyo Olympics without constantly having to worry about making ends meet. I was free to fully focus on my sport. It is fantastic news that they will also be supporting our preparations for the Paris Games,” says Emma Aastrand Jørgensen and continues:



“My goal is to do just as well or even better in Paris, and KIRKBI’s support plays a very important role. I hope that with my achievements I can show young athletes that dreams can come true.”

Partnership launch video: www.linkedin.com/company/kirkbi-a-s/

About KIRKBI

KIRKBI A/S is the Kirk Kristiansen family’s private holding and investment company and owns 75% of the LEGO Group. The purpose of KIRKBI is to build a sustainable future for the family ownership of the LEGO® brand through generations. Read more at www.KIRKBI.com

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