



BIKE FOR BEIRUT WITH LANCE ARMSTRONG

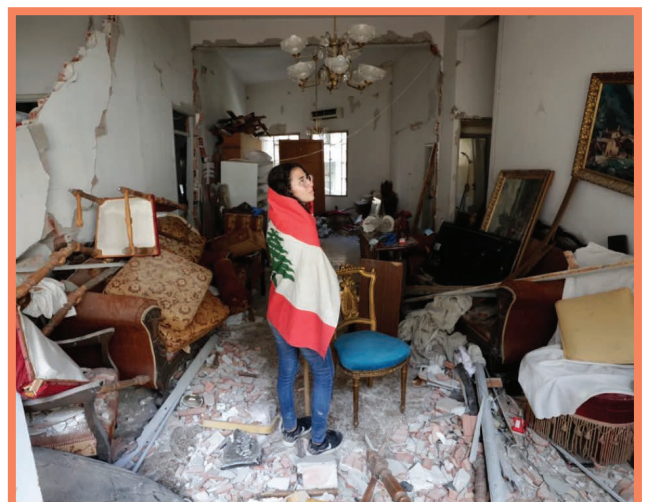
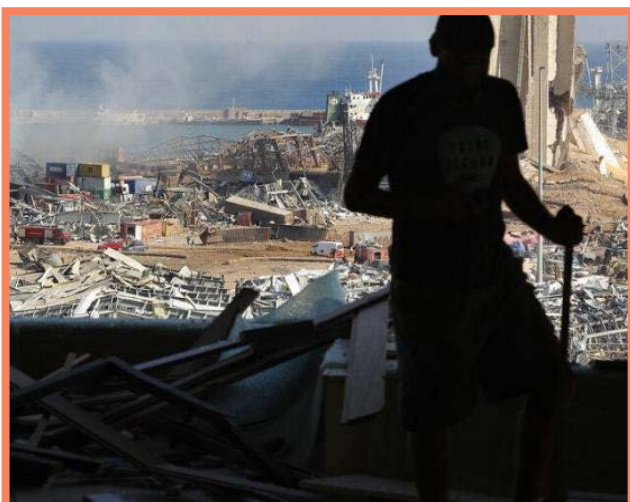
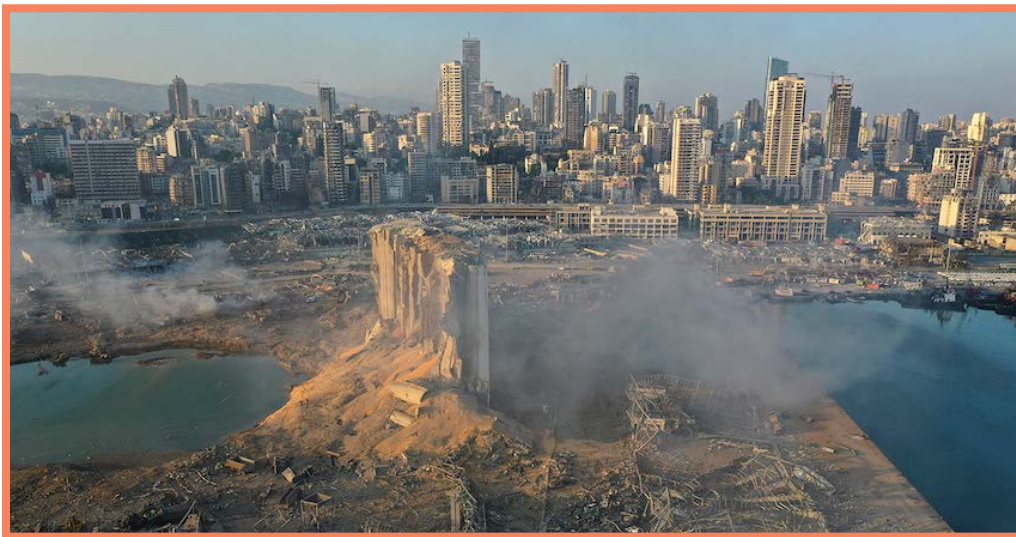


**Made possible by Tom Barrack,
Maxime Chaya & Ziad Ghandour**

**OCTOBER 2 - 8, 2020
LEBANON | UAE**

THE STORY

On August 4, 2020, at around 6 p.m., there were two huge explosions in the port of Beirut, the capital of Lebanon. The second, caused by 2,750 tons of ammonium nitrate stored in the port, killed more than 200 people, injured at least 6,500 and destroyed the homes of 300,000. While the cost of repairing or rebuilding hospitals, businesses and schools has been estimated at several billion dollars, more than 70,000 lost their jobs in the blasts which occurred amid Lebanon's concurrent political, economic and COVID-related crises.



THE PROJECT

Taking place both in Lebanon and the UAE, "Bike for Beirut" aims to raise awareness about the situation in Lebanon and to raise funds for four NGOs covering different sectors: welfare, children, health and reconstruction. All funds collected will be equally split between them.



BEIT EL BARAKA

Beit el Baraka is a non-profit organization that, in the face of high inflation, ensures dignity for destitute Lebanese families by providing them with free access to food, shelter and healthcare.



HEARTBEAT

The mission of this humanitarian organization is to "treat children born with heart disease" - the primary cause of death among children under a year old. Since 2005, Heartbeat has saved more than 3,400 lives across Lebanon without discrimination relating to age, gender, religion or community. Annually, it assists 350 families.



LEBANESE RED CROSS

The goal of the Lebanese Red Cross is to promote peace, serve society and alleviate human suffering with neutrality- without racial, sexual, social, religious or political discrimination.



OFFRE JOIE

Created in 1985, Offre Joie speaks to the understanding and unity of the Lebanese people via multiple projects. Since the recent explosions, it has provided food and shelter to members of the affected community while rebuilding destroyed houses.

THE PROGRAM

DAY 1 | OCT.2 BEIRUT

- Arrival Beirut International Airport
- Meeting with Maxime Chaya
- Press / TV
- Dinner

DAY 2 | OCT.3 BEIRUT

- Visit Blast area

DAY 3 | OCT.4 BEIRUT

- Bike for Beirut and visit of the NGOs
- Departure: Explosion site, Beirut Port
- Stop 1: Offre-Joie (On-site)
- Stop 2: Beit el Baraka
- Stop 3: Heartbeat
- Stop 4: Lebanese Red Cross
- Arrival: Explosion site, Beirut Port



DAY 4 | OCT.5 LEBANON - UAE

- Flight to UAE

DAY 5 | OCT.6 UAE

- Bike for Beirut

DAY 6 | OCT.7 UAE

- Lance A. local event

DAY 7 | OCT.8

- TBC