



=PRESS RELEASE=

Amsterdam, Tuesday 25 September 2007

Skate along with GOING DUTCH for Right to Play

The first and official Going Dutch Event takes place on Saturday 13 October 2007. In June 2008, this group of about 40 adventurers will travel to the Summer Olympics in Beijing. In a distinctive orange convoy of motorcycles, cars and an old city bus they strive to bring people and cultures closer together. Going Dutch will colour the Jaap Eden Skating Rink orange with this ice skating event.

Skate along

Sports is one of the central pillars of Going Dutch. During and preceding the trip they aim to collect as much money as possible for Right to Play. Through this event Amsterdam will be introduced to Going Dutch. All children from elementary schools can come skate in an orange outfit to collect money for the charity fund. Each child receives a stamp card at the start and obtains a stamp for each passing of the checkpoints. Children can win great prizes, there is food, drinks and music and well-known Dutch ice skaters will be present. Visitors also have the opportunity to check out our orange vehicles and can even take a test ride.

About Right to Play

Right to Play was founded by four-time Olympic Gold Medallist Johann Olav Koss. This humanitarian organization, carried by many great sportsmen, brings sports and games to children in the most disadvantaged areas of the world in order to improve their emotional and social development. Every child has the right to play!

Dance along

Music is another pillar around which Going Dutch is centred. At night a benefit party will take place at Club Bitterzoet. This is made possible by Electronation. Join us and take part in our lottery!

Travel along

If you want to know everything there is to know about Going Dutch and read the latest news facts of all teams visit www.amsterdambeijing.com. Check this website for the prospectus, articles, photos and movies of Going Dutch, the individual adventurers, the route and sponsoring options. By signing in to the newsletter you can stay informed of all the latest developments.

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Would you like to write about Going Dutch or receive background information on this project? Please contact our spokeswoman Renée van Batenburg (+316-16405891/ renee@amsterdambeijing.com).



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