

## Flutter named as headline partner of Cure Leukaemia's 'The Tour 21'

Flutter Entertainment will headline partner Cure Leukaemia's flagship cycling event, 'The Tour 21,' for the 2023, 2024 and 2025 iterations of the £1million fundraising event.

'The Tour 21' takes place one week ahead of the professional Tour De France race and sees a team of 20 amateur cyclists aiming to complete all 21 stages, over 3,000km, of the iconic Tour de France. The 2023 event takes place from Saturday 24<sup>th</sup> June, starting in Bilbao, before finishing in central Paris on Sunday 16th July.

Funds raised from 'The Tour 21' is invested directly into the Trials Acceleration Programme (TAP) network, which covers a catchment area of over 20million people, providing access to potentially life-saving treatments not available through standard care. A team of specialist research nurses and other clinical roles require funding of over £1million each year in order to facilitate pioneering treatments for blood cancer, a disease someone in the world is diagnosed with every 27 seconds<sup>1</sup>.

As part of our Positive Impact Plan, we combine the power of sport and play, the passion of our people and the reach of our brands to 'Do More' for our communities around the world, and have pledged to work with expert partners, like Cure Leukaemia, to improve the lives of 10million people by December 2030.

**Kerry McNally, Group Head of Communities said:** *"We're delighted to be working with Cure Leukaemia and supporting The Tour 21. It is an exciting partnership that brings together our passion for sport with our commitment to Do More to support the communities in which we operate. Cure Leukaemia is undertaking transformational trials to help treat blood cancer patients around the world and we could not be prouder to play a role in helping them to eradicate this devastating illness."*

**James McLaughlin, Cure Leukaemia Chief Executive commented:** *"I am extremely proud that Flutter has agreed to partner with The Tour 21. Their mission and strategy perfectly aligns with Cure Leukaemia's ultimate ambition to eradicate blood cancer. Flutter as the headline partner of the event takes The Tour 21 to a whole new level, working alongside our strategic partnerships with A.S.O, Santini, Ribble and NBC Sports to further raise the profile of the event and the charity to attract further sponsors and corporate engagement. It makes a significant difference to the event's fundraising total and the global impact we can make with clinical trials and treating blood cancer patients."*

For further information, please contact [corporatemedi@flutter.com](mailto:corporatemedi@flutter.com).

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<sup>1</sup> Source: World blood cancer day