

## mHealth Grand Tour Cycles from Brussels to Barcelona



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5 - 19 September 2013, Brussels (Belgium) to Barcelona (Spain)

The mHealth Grand Tour, under patronage of Commissioner Neelie Kroes (Digital Agenda for Europe), is a cycle ride with a difference. Going from Brussels to Barcelona in just 13 days, it is 2,100km long with more than 22,000 metres of climbs. However, it isn't just a bike ride - it is also the opportunity to help demonstrate innovative solutions to the challenges of managing diabetes.

Diabetes is a huge problem globally and in Europe. 8.5% of the European population has Type 1 or Type 2 diabetes today and this figure is increasing year-on-year. The mHealth Grand Tour is designed to demonstrate devices, applications and health solutions that can help people manage diabetes and related conditions, liberating them to lead active lifestyles.

Apart from raising money for diabetes and demonstrating mHealth innovation, the ride is also intended to be a fabulous experience, incorporating breathtaking scenery, quiet country roads and the opportunity to sample fabulous food and wine. And, in the spirit of the Grand Tours of old, the organizers have also designed the ride to take in the outstanding cultural sights on the way.

For more information, please visit: [mHealth Grand Tour](#)

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