

Laureus Sports, Ambassador and Awards

We are really proud to announce Kenny has become a Laureus ambassador.

Kenny Belaey says:

“This gives me the opportunity to spread the **Sport for Good** message globally, sharing experiences from sports and my life. My duty is to get more kids on a bike and to stimulate them to do more sports in general, showing sports is good for them and can change their lives.

When I was a kid I was told once at school I would get nowhere on my ‘bike’ but I always knew better, so kept working really hard on and off the bike. Now I want to be a good mentor for kids and people by telling them sport can change their lives, as long as they believe in it, work hard and do it with passion and soul.

My wife and I were also very happy to be invited at the Laureus Sport Award show in Kuala Lumpur, Malaysia. It was an unbelievable experience to hang out with all those colleague athletes from so many different disciplines like Tony Hawk, Eric Cantona, Michael Johnson, Robby Naish, Vettel, Coulthard, actor Benedict Cumberbatch and singer Jamie Foxx. Read more about it at the official Laureus [Pressrelease](#) “

While around, Laureus also produced a cool riding clip which will be used shortly to announce the [ambassadorship](#) at their **Spirits of Sports TV show** which runs Worldwide and reaches millions of households in hundreds of countries to spread this message...

I can't wait to be part of their awesome projects!”

For more inquiries about the ambassadorship, please contact us at enterquestion@me.com in attention to Fien Lammertyn.

