

## The Barrel Challenge

Ladies and Gentlemen,

The traditional Barrel Challenge is once again taking place in the Netherlands this year.

This event involves brave volunteers who drive to various destinations in a classic car as part of a rally. This year, our TMD colleague Arno decided to take part in this tour together with a girlfriend and a friend.

On this tour, the team collects donations for a good cause.

Optimodal actively supports this initiative, not only with a financial contribution, but we also actively report on LinkedIn. We have several videos of 2 German celebrities accompanying Team-Optimodal (as the name suggests) on the platform.

This initiative is therefore intended to support the team in collecting donations. We would like to briefly describe the background to this below:

Arno, Bart and Melanie became aware of the Barrel Challenge through an acquaintance who had already taken part in this rally. That very evening in February, the three of them decided to take part in the race.

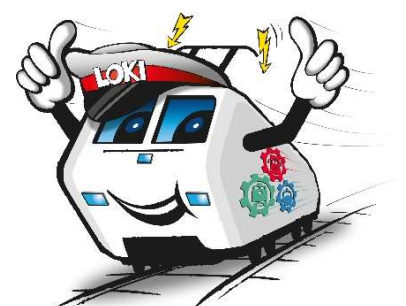
This year's tour (= Northern Lights Edition) leads through the Scandinavian countries to the North Cape - a really tough tour. The aim is to cover around 4,000 km within 8 days. A total of 50 teams are on the road.

The next step was to find a suitable classic car that the team could afford. After a good 2 weeks, they found what they were looking for: The team found a Subaru 1996 Legacy on an internet platform. This car had been standing idle for two years because the owner at the time couldn't find the time (his goal: to also take part in the tour) to finish converting/restoring the car on time.

Bart's employer (Ruijtenberg shipyard) was helpful and allowed the classic car to be parked on the company premises and brought up to scratch there.

When we picked up the old car, it became clear that the MOT had expired and that no road tax had been paid for two years. Our "racing drivers" transported the car to Roermond with a trailer and took it to the MOT to find out what needed to be done to the car.

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The frame was damaged, partially rusted through, the cables were defective and the heating was also in a mess. Without heating in the Scandinavian winter - of course that's not possible. While the vehicle was being repaired, the idea was born to turn the rally into a charity tour. The team pays all the associated costs, including accommodation, refueling, etc., out of its own pocket.

Initially, the trio had the idea of riding for UNICEF. However, they soon found out that a very large proportion of the money raised by this large organization does not go to the charity, but 27% is used for UNICEF's administrative costs.

Incidentally, this is the reason why Herman van Veen founded his own aid organization. However, HvV was already involved with UNICEF at the age of 17 and was actively involved in the presentation of the UNICEF Children's Rights Treaty in New York. Since then, he has campaigned for children's rights, including as a UNICEF Goodwill Ambassador together with Peter Ustinov (Ambassador 1968-2004) and Audrey Hepburn (Ambassador 1988-1993).

This is how Optimodal entered the race - we have been supporting the Dapper Child Foundation and the Herman van Veen Foundation, Germany, for several years. Both aid organizations are staffed exclusively by volunteers and ambassadors, so that 100% of the donations go to the actual cause.

Team Optimodal was born.

You can obtain information from the race organizer via the link: <https://thebarrelchallenge.nl/inschrijven/noorderlicht-barrel-challenge-2023/>

It would be wonderful if you could support this initiative for a good cause within your means. Of course, you should not even feel compelled to donate. Everything is anonymous and serves a good cause.

We as Optimodal - with our rally driver Arno - are happy about every cent/euro and the associated help.

And now the links to donations and our team: <https://polarsteps.com/TeamOptimodal>

Go fund me Dapperkind (<https://gofund.me/ac584ddd>)

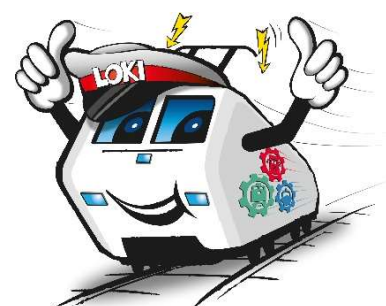
Daughter-in-law of the Heuvelmann family (HTS): Helps seriously ill children and families in hospitals.

Go fund me Herman van Veen (<https://gofund.me/29b11434>): Initiative for sick and disadvantaged children in the Netherlands and Germany. Ambassador Karsten Scheidhauer.

Thank you very much for your support!

Yours sincerely,

Optimodal Nederland B.V.



**Good. Better. Optimodal.**