

Exhibitors at Spielwarenmesse donate over 8,000 products to social institutions throughout Germany

- Spielwarenmesse eG and SOS Children's Village organize handover of donations
- Photo shooting in the Nuremberg day nursery "Die Rennmäuse" on 16.4.2014

Around 800 of the 2,700 exhibitors at Spielwarenmesse donated some of the products they presented at the trade fair at the beginning of 2014. These toy donations benefit social institutions throughout Germany. "We have intentionally decided to play an active part in shaping a social society, so we have organized this donation campaign for almost 40 years. The fact that this time our exhibitors have donated more products than ever before is a super sign," says a delighted Ernst Kick, Chief Executive Officer of Spielwarenmesse eG.

This year Spielwarenmesse eG is cooperating with a donation partner for the first time and has chosen the SOS Children's Villages in Germany, which has championed the cause of children and young people for almost 60 years. The charitable organization is distributing 23 euro pallets stacked full of donated toys to 18 facilities of the SOS Children's Villages from Kaiserslautern to Zwickau and from Wilhelmshaven to Ammersee. Besides the Children's Villages, these also include child facilities like day nurseries, youth centres and advice centres.

"We are grateful for all support and are delighted with the variety of high-quality toys from Spielwarenmesse. Through our outpatient welfare centres we support families that often cannot afford high-quality toys, although these in particular are so important for the good development of the children. The lovely toys offer the children in our facilities the opportunity to really be a child and play to their heart's content," says Andreas Tonke, Director of the SOS Children's Village in Nuremberg.

Regional facilities in Franconia also benefit from the donations as well as the SOS Children's Villages. This year toys have been donated to the following institutions für children: supporting organization of Friedrich Ebert Primary School in Fürth, St. Ludwig's Children's Centre, Sonnenstrahl und Silbermond Children's Centre, Herz-Jesu Nursery, Protestant Nursery and the Sperber School in Nürnberg.

The handover of the donated toys to the SOS Children's Village day nursery "Die Rennmäuse" in Nuremberg takes place at Rennweg 26, 90489 Nuremberg, at 11:00 on 16.4.2014. Photos will be available from 15:00 at www.spielwarenmesse.de/photos.

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Spielwarenmesse eG

Spielwarenmesse eG is a trade fair organizer and marketing services provider for the toy industry. The Nuremberg company organizes the world-leading **Spielwarenmesse** in Nuremberg, **Kids India** in Mumbai and **Toyzeria** in Istanbul. The spectrum of services provided by the cooperative includes industry campaigns and the international fair programme **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit in pavilions at trade fairs in Asia and Russia. +Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. These include the subsidiaries, Spielwarenmesse Shanghai Co., Ltd., which is responsible for China, and Spielwarenmesse Middle East Fuarçılık Ltd. Şi., which is responsible for Turkey, the Near East and the Middle East. The cooperative also holds a major stake in the Russian exhibition company RNTA Expo, which organizes **Toys & Kids Russia** in Moscow. The complete company profile can also be seen on the Internet at www.spielwarenmesse-eg.de.