



## Spielwarenmesse eG calls exhibitors to donate to charity

- Toy manufacturers donate their products nationwide to SOS Children's Villages and regional institutions in Franconia

The Spielwarenmesse belongs to Nuremberg like a smile to a child's face. And to bring a smile to many children's faces, Spielwarenmesse exhibitors donate their products to charity every year. Spielwarenmesse eG collects them on the last day of the fair and presents them to SOS Children's Villages and regional institutions in Franconia. As CEO Ernst Kick remarks: "We are delighted that our exhibitors donate so actively to our charity campaign each year. Thanks to our common social commitment, many super items are collected and delivered where they are needed most, so this charity campaign allows us to give some of the fair's success back to society."

Spielwarenmesse eG has been organising the charity campaign for almost 40 years. The fair team has been working with the Nuremberg SOS Children's Village since the Spielwarenmesse 2014 to give gifts to children all over Germany. Around 800 of the 2,700 exhibitors donated some of their products to the charity. All in all, more than 8,000 products were collected and donated to social institutions throughout Germany.

Exhibitors who would like to donate to the charity campaign can contact Nadine Hüttenrauch at [n.huettenrauch@spielwarenmesse.de](mailto:n.huettenrauch@spielwarenmesse.de). All additional details are available at [www.spielwarenmesse.de/en/donation](http://www.spielwarenmesse.de/en/donation).

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### Spielwarenmesse®

Spielwarenmesse, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,700 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for more than 75,000 buyers and toy traders from over 120 nations.

Fair date: Spielwarenmesse®, Wednesday to Monday, 28 Jan- 2 Feb 2015