



Exhibitors at the Spielwarenmesse donate over 8,000 toys to good cause

- Spielwarenmesse eG organises donations for regional initiatives and SOS Children's Villages
- Sandreuth Nursery School in Nuremberg express delight at new toys

For many years now, exhibitors have been donating some of their exhibits to a good cause at the end of each Spielwarenmesse. Spielwarenmesse eG is the driving force behind this campaign which, in 2017, kindled the generosity of over 800 companies. More than 30 euro pallets of toys were collected for social projects, charities, foundations and societies in the metropolitan region of Nuremberg and for SOS Children's Villages all across Germany. Commenting on the campaign, Ernst Kick, CEO of Spielwarenmesse eG, stated: "This initiative is very close to the hearts of our exhibitors and our own. We want welfare institutions and initiatives to benefit from the world's leading toy fair by bringing joy to the lives of many children."

This year's donated toys are being divided among 30 SOS Children's Villages and seven local institutions and initiatives. At local level, the campaign is supporting charities such as "Lebenshilfe Fürth", the after-school club at Altenfurt Primary School, the initiative for children living with cancer "Elterninitiative krebskranker Kinder e.V." and the Sandreuth Nursery School in Nuremberg. Sandreuth looks after 25 children who range in age from two-and-a-half to six years. The nursery school focuses, among others, on promoting the children's linguistic and mathematical/logical thinking skills. Early musical education is also central to the curriculum which is rounded off with a wide spectrum of creative and sporting activities. "Our children are thrilled with the donated toys," states Jürgen Frühwald, Managing Member of the Board at Sandreuth Nursery School, continuing: "Without this fantastic support, we'd never be able to equip our nursery with new and high-quality toys to this degree. We'd like to extend our heartfelt thanks to the exhibitors and the whole team at Spielwarenmesse eG for their kindness and generosity."



The preparations for the next campaign are already under way. Exhibitors will once again be given the opportunity to donate some of their toys at the next Spielwarenmesse, taking place in Nuremberg from 31 January to 4 February 2018.

Text length: 2,109 characters

Note for editors: Reprint free of charge. Images are available at www.spielwarenmesse.de/photos under the heading "donation". Please provide us with a voucher copy on publication.

13 July 2017 – kk

Spielwarenmesse®

Spielwarenmesse®, the leading international fair for toys, hobbies and leisure, is organised by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for more than 2,850 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 73,000 buyers and toy traders from over 120 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013.

Fair dates: Spielwarenmesse®, Wednesday to Sunday, 31 Jan – 4 Feb 2018