

Peter Maffay Foundation receives donations from the Spielwarenmesse

- Traditional campaign breaks new ground
- Official handover in Bavaria

Spielwarenmesse eG, the trade fair organiser and marketing services provider, has been committed to organising donation campaigns for many years. When the last Spielwarenmesse drew to a close last February, around 800 exhibitors donated their toys to the good cause. The innovations filled more than 30 pallets which were packed by hard-working helpers and shipped to various charities around Germany. At the official presentation which took place on 26 July at Gut Dietlhofen, near Weilheim in Bavaria, the Peter Maffay Foundation accepted the donations on behalf of the many projects benefitting from the campaign.

This was the first time that the Foundation, established by famous German musician Peter Maffay, had taken part. The campaign was hugely successful with a wide selection of toys – from teddy bears and board games to scooters – being collected. “We would like to say a huge thank you to all the exhibitors and the team at the Spielwarenmesse! We’re thrilled to receive toys that will bring joy to so many children and help them regain their confidence,” stated Maffay. Known as Gut Dietlhofen, his recently opened estate provides disadvantaged and traumatised children with a much-needed escape. They learn about farming, they handle animals and take part in running the estate. Experiencing nature is a central concept of the Peter Maffay Foundation which helps more than 1,300 children and adolescents every year by offering therapy-based breaks.

The products donated by the toy companies benefit a whole host of charitable organisations. Local institutions in and around Nuremberg – the home of the world’s leading trade fair – and 30 SOS Children’s Villages across Germany were once again included in the campaign. The new partnership with Peter Maffay came about at the Spielwarenmesse where he was presenting the products from his Tabaluga brand. “I was deeply impressed by his commitment to children in need which was why I spontaneously agreed to support his cause,” explains Ernst Kick. Being a matter close

to his heart, the CEO of Spielwarenmesse eG made a point of presenting the donations to Gut Dietlhofen in person.

The children's excitement and joy at receiving the gifts once again underlined the huge value of this campaign, which will be continued at the 70th Spielwarenmesse in Nuremberg from 30 January to 3 February 2019.

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Note for editors: Reprint free of charge. Images of the presentation of the donations are available at www.spielwarenmesse-eg.de/media. Please provide us with a voucher copy on publication.

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Spielwarenmesse eG

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg company organizes the world-leading **Spielwarenmesse®** in Nuremberg, **Kids India** in Mumbai, **Kids Turkey** in Istanbul and **Insights-X** in Nuremberg. The range of services provided by the cooperative also includes industry campaigns and the international fair programme, **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit at pavilions featured at trade fairs in Asia and Russia. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. It also has several subsidiaries, including Spielwarenmesse Shanghai Co., Ltd., responsible for the People's Republic of China, Spielwarenmesse India Pvt. Ltd., covering the Indian market and Spielwarenmesse Middle East Fuarçılık Ltd. Şti., which looks after Turkey, the Near East and the Middle East. The cooperative holds a majority stake in the Russian exhibition company Grand Expo, which organizes **Kids Russia** in Moscow. **Die roten Reiter GmbH** subsidiary with headquarters in Nuremberg works as communication agency for the consumer and capital goods industry. The complete company profile of Spielwarenmesse eG can be seen on the Internet at www.spielwarenmesse-eg.com