

Children receive exhibitor donations from Spielwarenmesse eG

- More than 30 pallets collected for a good cause
- Nuremberg day nursery "Sternenhimmel" among the recipients

Headquartered in Nuremberg, Spielwarenmesse eG has been organising an annual donation campaign for more than 40 years. Accordingly, around 800 exhibitors at this year's Spielwarenmesse once again donated their products, ranging from cuddly toys and traditional board games to electronic toys. The donations filled more than 30 Euro pallets which were sent to welfare institutions in and around Nuremberg as well as SOS Children's Villages throughout Germany.

Ernst Kick, CEO of Spielwarenmesse eG, explains: "The donation campaign is a matter that is very close to the hearts of our team and our exhibitors. The toys bring moments of joy to many children across Germany and in the local vicinity." The world's leading toy fair and the city of Nuremberg have been inseparably linked for the past 70 years, which is why local institutions have been among the recipients of the exhibitors' generous donations. Eight local organisations and charities were selected, among them the "Sternenhimmel" day nursery in the district of Eberhardshof. The gifts were officially presented by Ernst Kick and Teena, the Spielwarenmesse mascot, on 21 May. The nursery centre accepted the donations on behalf of all the other projects.

The organisation behind "Sternenhimmel" is known as Mesale e.V. Established in 1995, the charity looks after and educates children, teenagers and adults in and around Nuremberg. The aim is to support holistically the general and school education of young people from different cultural and linguistic backgrounds, religions and nationalities. "These days, creativity is a key competency! The campaign allows us to equip our day nursery with new toys and to help our children in many different ways," states a delighted Cornelia Ruppert, head of "Sternenhimmel". "We would like to thank the whole team for their fantastic support!"

At the forthcoming Spielwarenmesse, which takes place from 29 January to 2 February 2020, exhibitors will once again have the opportunity to donate their toys.

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Note for editors: Reprint free of charge. Images are available at www.spielwarenmesse.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 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 and Spielwarenmesse India Pvt. Ltd., covering the Indian market. 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.