

Staff at Spielwarenmesse eG successfully complete B2Run corporate race

- Around a third of the workforce takes part
- Corporate running event an important part of CSR

Coming together through sport – spurred on by this slogan, the staff at Spielwarenmesse eG took their positions on the starting line for the B2Run corporate running event in Nuremberg on 23 July. Building on last year's successes, the competitors from the cooperative completed the 6.3km course around the Dutzendteich lake with flying colours. The colleagues on the sidelines cheered on the runners in what was an emotional race for the finish line in the Max-Morlock Stadium.

Ernst Kick, CEO of Spielwarenmesse eG, stated: "I'm delighted that around a third of our staff decided to compete in the B2Run corporate race. As a company, we think it's important to encourage the team to be more active in their daily lives. And crossing the finish line with your colleagues is a great way of strengthening team spirit." To help competitors prepare for the race, the company offered a free, eight-week training programme to all staff taking part. A professional running coach taught the runners a variety of different techniques and improved their stamina with targeted exercises, whilst having fun along the way.

Participation in the B2Run corporate running event is an integral part of Spielwarenmesse eG's Corporate Social Responsibility programme, which enables the company to make an important contribution to sustainable development in various areas of society. Its sustainability programme gives priority, among others, to promoting various forms of physical exercise. These include regular plogging sessions, which involve running whilst picking up litter along the way. These and other activities enable the team members at Spielwarenmesse eG to jog their way healthily and energetically towards the upcoming events.

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Note for editors: Reprint free of charge. Images 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 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.