



Hot rhythms at the Spielwarenmesse PressPreview

- Celebs, Samba and promotions on the eve of the fair
- Presentation of this year's trends and ToyAward nominees

As in previous years, the PressPreview is taking place the day before the Spielwarenmesse. The innovation show on Tuesday, 28 January gives exhibitors the opportunity to present their highlights exclusively to the press. To attract as much positive media interest as possible, the companies will create a colourful show featuring celebrities, child models and plenty of entertainment, all on the first floor of NCC Ost at Nuremberg's Exhibition Center. Food and drink are also provided.

It all starts at 8.55 am with an uplifting musical introduction. A six-strong marching band led by Roland Peil (percussionist in the famous German hip-hop band Die Fantastischen Vier and lecturer at the University of Music in Nuremberg) will lead the parade of walking acts, models, celebrities and their products, in the rotunda. This will be followed by a group photo with Ernst Kick, CEO Spielwarenmesse eG, in front of the photography wall. Then, more than 50 exhibitors will present their innovations at stands specifically provided for the PressPreview until 12.30 pm, allowing international journalists and top buyers to be among the first to discover the latest highlights at the 71st Spielwarenmesse.

Besides exciting start-ups such as ESM Visions, Geobender, Dynamiko Holz und Spiel, SAS Overjump and intelino, established giants – including Jazwares, Playmobil, Ravensburger, Sieper and Toynamics Europe – will provide plenty of entertainment with their products. Games authors Klaus and Benjamin Teuber will be cutting a birthday cake at 9.30 am at the Kosmos stand to mark the 25th anniversary of "Die Siedler von Catan". Lego is returning to the PressPreview once again – together with actor and presenter Collien Ulmen-Fernandes, the company will unveil its "Lego Dots" innovation at 9.45 am. Professional dancer and entertainer Motsi Mabuse is expected to appear at



the Schmidt Spiele stand at 10 am, drawing attention to the “Jixelz” innovation to a sassy Samba beat. At the marketing launch of its new boys’ action series “Power Players”, WDR mediagroup is also sharing out plenty of cake at 10.30 am. At Trigon’s stand, Jutta Fleck – the woman at Checkpoint Charlie – and daughter Beate Gallus will present the “Mucki” cuddly heart toy along with an emboldening song as part of the Heartface Initiative.

The Spielwarenmesse, on the other hand, will present products that exemplify this year’s three trends “Toys for Future”, “Digital goes Physical” and “Be You!”. In addition, models will show the products nominated for the ToyAwards in five categories. The winners will be announced in the evening, in the sophisticated setting of the Spielwarenmesse Opening Show.

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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®

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