

Spirit of Play Foundation: exhibitors at the Spielwarenmesse support children in DACH region (Germany, Austria, Switzerland)

- Donations of toys to Nuremberg Kinderhaus and to Kinderlachen e. V.
- Actively taking responsibility for children in difficult conditions

Jointly fostering the meaning of play – this is the aim of the Spirit of Play Foundation organised by Spielwarenmesse eG. As part of this initiative, on 23 July the Nuremberg-based trade fair organiser presented a substantial donation of toys to two social institutions. The products themselves came from exhibitors at the Spielwarenmesse. Beneficiaries included the Nuremberg Kinderhaus and the Kinderlachen society from Dortmund.

Generous donations

Many of the exhibitors at this year's Spielwarenmesse provided their products for these good causes. With the help of volunteers, two 20 ft containers were completely filled on the final day of the fair. For the official handover at the Haus für Kinder, in the Nuremberg district of Steinbühl, the focus was on play as a basic elementary need. The donated toys were presented on behalf of the exhibitors by Christian Ulrich, board spokesperson at Spielwarenmesse eG, who stressed: "Play is far more than just a way of passing time – it's the key to development, creativity and social participation. Through this initiative we and our exhibitors are seeking to offer new perspectives to children in challenging life situations."

Giving joy together

The many toys were received with excitement by children at the presentation in Nuremberg. They included pedal cars and other outdoor products, high quality educational games, creative craft materials and board games for various age groups. Katja Masin, who is responsible for the institution's communications, emphasises: "This mix of products is a real enhancement to what we can offer. Many of the toys open up new possibilities for shared play and learning. We are grateful to Spielwarenmesse eG and all the companies involved for their support." The Haus für Kinder and its neighbouring active play area are two of 19 institutions in total in the Nuremberg municipal area that are operated by Kinderhaus and have benefited from the donations.

The Dortmund-based Kinderlachen organisation, which works for children in need across Germany, Austria and Switzerland, also received a substantial donation. Its board director Christian Vosseler distributed them in person to the "Frauenhaus Horizont e. V." in Munich and others. In total, organisations with 600 children were considered.

Exhibitors will have another opportunity to take part in the donation scheme at the next Spielwarenmesse (27 to 31 January 2026). Further information on the current projects can be found at www.spielwarenmesse-eg.de/en/foundation.

Images are available at www.spielwarenmesse-eg.de/media.

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Spielwarenmesse eG

The multifaceted positioning and international orientation of Spielwarenmesse eG is representative of the toy sector and other consumer goods markets. With its legal structure as a cooperative, the business is unique among trade fair companies and is highly successful. Its 60-member team operates from the 'ToyCity' of Nuremberg and is supported by representatives in over 100 countries. Its portfolio includes two major global fairs: the **Spielwarenmesse** in Nuremberg is the lead international event for the B2B sector, as is **SPIEL** in Essen for the B2C field. To these can be added **Kids India** in Mumbai and the **World of Toys by Spielwarenmesse** trade fair programme, which opens up new markets for manufacturers through joint activities in **Hong Kong, Tokyo** and **New York**. The Company's own subsidiaries in the key locations of **China** and **India** ensure that appropriate expertise is available locally. With its accumulated knowledge and global network, the trade fair producer is becoming an ever stronger initiator and groundbreaker in the industry's issues and trends. The most recent example of this is **BRANDmania** in Essen, which casts an unconventional and future-directed spotlight on the topic of licensing and partnerships. With its combination of events and online activities, Spielwarenmesse eG (www.spielwarenmesse-eg.de) is active all year round.