

Spirit of Play Foundation: donation project in Brazil keeps moving

A year ago, Spielwarenmesse eG established the Spirit of Play Foundation. The donation project aims to put a smile on children's faces while raising awareness of "play as a basic need". As part of the annual Dialogue Tour, which informs about the innovations of the upcoming Spielwarenmesse in around 20 countries, a donation handover took place in Brazil at the beginning of September. The Instituto Eclésia Movement in Osasco, São Paulo, was once again supported in its efforts to provide ongoing aid.

Commitment from all sides

Through his programme, founder and director Jhonata Pereira is opening up new perspectives for children and young people in a district characterised by diverse challenges. Scarlett Wisotzki, Director Communications at Spielwarenmesse eG, as well as representatives Débora Creutzberg and Adriana Martins, experienced the creative support first-hand. The youngest children delighted with a charming ballet performance, followed by singing from all age groups and insights into the Brazilian sport of Capoeira. Thanks to local companies well acquainted with Spielwarenmesse, every child was able to take home their own toy that day – including large wooden puzzles from Carlu Brinquedos, Toledo. The team also presented further products from companies based in the toy city of Laranjal Paulista, where the Dialogue took place this year: Adijomar Brinquedos provided dolls and dinosaurs, while Samba Toys contributed colourful cars and accessories for play kitchens.

"At Instituto Eclésia, impressive work is being done to offer children valuable opportunities for leisure and education. Together with Spielwarenmesse participants, we want to continue supporting and promoting this initiative in a sustainable way," summarises Scarlett Wisotzki.

Further information is available at www.spielwarenmesse-eg.de/en/foundation/.

Current images and a video of the handover in Brazil can be found 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.