

The Spirit of Play Foundation brings joy to the Ruhr region

The Spielwarenmesse, through its Spirit of Play Foundation, teamed up with Merz Verlag, organiser of SPIEL Essen, to organise a special donation at the end of the year. Together with various SPIEL exhibitors, lots of board games were collected and donated just before Christmas. The donation was handed over to the Association for Child and Youth Work in Social Hotspots in the Ruhr Area (VKJ) at the Karnaper Markt youth café "JuCaKa" in Essen.

For over 40 years, the VKJ has been committed to helping children, young people and their families in disadvantaged neighbourhoods in the Ruhr area. The games provided brought smiles to many faces. "Games promote creativity, team spirit and social skills. They are the best school of life," said Carol Rapp, managing director of Merz Verlag, after the personal handover. As part of the campaign, Merz Verlag is underlining its commitment to the topics of "play as a basic need" and "play as a cultural asset" and is making an important contribution to child development. These two aspects in particular form the basis for sustainable support and social cohesion.

The last donation of the year marks the end of a successful year for the Spirit of Play Foundation. In addition to children in Germany, young people in Brazil and India were also reached and supported with toy donations.

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



Press Release

Spielwarenmesse eG

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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.