

## Spielwarenmesse Team on Corporate Volunteering Day

On 11 July, 'pitching in together for a good cause' was once again the name of the game for the team from Spielwarenmesse eG taking part in the Nuremberg Corporate Volunteering Day. Some 25 members of staff gathered in the woods in the Erlenstegen area of the city to bring the Lebensader Bahn 2.0 ('Lifeline Way 2.0'), which follows the disused railway line along the former ringway, back up to scratch. Under the guidance of the Landschaftspflegeverband Nürnberg (Nuremberg Association for Landscape Conservation), repairs in and around a construction trailer were carried out and the barefoot trail renovated. The project, also known as the 'green classroom', had previously fallen victim to vandalism and break-ins, which is why urgent help was needed to make the facility usable again for school classes and kindergarten groups.

Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG, is delighted at his team's commitment: "Achieving something together is a terrific experience and we enjoy taking part. This year, our efforts simultaneously benefited nature conservation and education." Participation in Corporate Volunteering Day in Nuremberg has been a fixed appointment in the Spielwarenmesse eG calendar for many years. The name says it all: volunteers from different companies dedicate a whole day to various charitable projects. The aim is to make things possible in these amenities that could not be done without external support. The event is organised by the City of Nuremberg in collaboration with the network 'Unternehmen Ehrensache IN AKTION'.

You can find image material at [www.spielwarenmesse-eg.de/media](http://www.spielwarenmesse-eg.de/media).

12<sup>th</sup> July 2023 – sr

### Spielwarenmesse eG

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg-based company organizes the world-leading **Spielwarenmesse®** in Nuremberg, complemented by the services available on **Spielwarenmesse® Digital**. Its range also includes the **Internationale Spieltage SPIEL** gaming event in Essen, **Kids India** in Mumbai and the **Insights-X** in Nuremberg. Expanded coverage of the topic of licensing and collaborations comes with **BRANDmate** in Offenbach. 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 the USA. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. In addition, its subsidiary Spielwarenmesse Shanghai Co., Ltd. is



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## Press Release

responsible for the People's Republic of China. Its **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 found on the Internet at [www.spielwarenmesse-eg.com](http://www.spielwarenmesse-eg.com).