

Spielwarenmesse eG gets sporty at the B2Run Corporate Run

On Tuesday 19 July, the team from Spielwarenmesse eG laced up their running shoes to take part in the B2Run Corporate Run event in Nuremberg. In exceptionally high temperatures, the 15 runners worked up a real sweat. After 5.8 km, they all successfully and happily crossed the finishing line in the Max-Morlock Stadium. As they did so, the running enthusiasts were greeted noisily by colleagues who had previously been cheering them on during the run.

Taking part in the B2Run event is part of the Partnership's Corporate Social Responsibility programme. Christian Ulrich, Spokesperson of the Executive Board of Spielwarenmesse eG, welcomes the initiative: "True to the #gemeinsamaktiv (active together) motto of the Corporate Run, we support this team-building effort and appreciate the enthusiasm for sport shown by our colleagues." A ten-week training programme with a professional running coach was provided free of charge by the Company to help ensure that participants were ideally prepared on the day.

You can find the latest images from the B2Run event at www.spielwarenmesse-eg.de/media

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Note for editors: Reprint free of charge. Please provide us with a voucher copy on publication.

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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. 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 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.