

## **Spielwarenmesse eG commits to International Day of Play**

- Event Day on 11 June in Nuremberg
- Range of activities in city centre

The UN has proclaimed 11 June as the International Day of Play. Nuremberg, too, will be celebrating the event with activities at various locations in the city centre – and Spielwarenmesse eG will be involved. The trade fair and marketing services provider will be organising various opportunities for those of all ages to join in the play. Along with its partners in the action group (the German Toy Industry Association, the Fair Toys Organisation, the House of Games, the Toy Museum and Ultra Comix), the company will use a wide range of activities to emphasise the importance of play and its positive effects on children and adults.

## **Five play locations in Nuremberg**

From 11 am to 5 pm on the Wednesday after Whitsun, Nuremberg city centre will be transformed into a colourful world of experience for children, families and anyone who enjoys play. Five central locations will offer a richly varied programme, inviting all to join in and discover. At the activities from Spielwarenmesse eG, between the City Hall and St. Sebald, guests can expect a mix of action, crafts and construction games, as well as brainteasers in the exit tent. Through its LiteraTouren app, the City Library of Nuremberg is inviting visitors to track down a mystery toy. In the Fünferplatz, the German Toy Industry Association (DVSI) will have tractors and toy vehicles for all sorts of fun outdoors. At the Egidienplatz, the Klimamobil will be spreading information in a fun way about the environment, in a joint campaign with the House of Games. And in the Pellerhof, the toy shop Ultra Comix rounds off the activities with a wide range of outdoor games. At the same time, the House of Games is celebrating the 40<sup>th</sup> anniversary of the German Games Archive. The Toy Museum will be holding a photo event focusing on all the favourite toys that are brought along, and the Fair Toys Organisation will also have a ‘wheel of fortune’ here with some great prizes to be won.

## **Importance of play**

The International Day of Play draws attention to the importance of play worldwide and invites everyone to take an active part in play. “Playing enriches your whole life,”

emphasises Christian Ulrich, Board Spokesperson at Spielwarenmesse eG. His remarks are deliberately aimed at adults as well, “because if you play all your life you are helping to stay mentally fit and agile.” The fact that the importance of play is now recognised and promoted worldwide by 140 states in the UN is down to the support of international partners including Right To Play, the International Play Association, Save the Children, Lego, Mattel, Hasbro and many other ambassadors.

Further information on the full programme for the International Day of Play in Nuremberg can be found at <https://museen.nuernberg.de/haus-des-spiels/kalender-details/international-day-of-play-2536>.

Images are available at [www.spielwarenmesse-eg.de/media](http://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 **BRANDmate** 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](http://www.spielwarenmesse-eg.de)) is active all year round.