

munich fabric start | post office box 86 08 09 | 81635 Munich | Germany

press kit

fair for

kids

munich fabric start

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6th-8th February 2008

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fair for kids: Overwhelming Launch of Aid Initiative

The large majority of exhibitors took part in the joint campaign organised by munich fabric start Veranstaltungen GmbH and terre des hommes. An impressive plea from the sector for the weakest in their industry.

'fair for kids' is the name of an aid initiative called into existence by the munich fabric start Veranstaltungen GmbH at its last event in September 2007 in collaboration with the children's aid organisation terre des hommes.

"The 'fair for kids' pun is entirely intended here. 'fair for kids' certainly doesn't stand for yet another textiles fair for children's wear as the title suggests," explains Wolfgang Klinder, initiator of the project and at the same time fabric fair head. "Instead, 'fair for kids' stands for our aid project that supports children working in developing and threshold countries in agriculture (e.g. in cotton production or the textile industry), working so their families can survive." Klinder stresses: "We want to help these exploited children and their families by creating educational opportunities for them. This is the only way we can help them secure a better future. School instead of child labour is also therefore our motto. All this is coordinated closely with our partner on the ground, the renowned children's aid organisation

terre des hommes. "

The munich fabric start already hopes to be able to raise enough money from donations this year to build a school centre in Karur in Southern India where approx. 25,000 boys and girls work primarily in the textile industry. There is a very high chance they will achieve this goal. Even though the trade fair initiative depended right from the start on the cooperation of exhibitors and visitors, initiators could only *hope* for their help. Now it is clear: the message has got through. 70% of exhibitors at this year's fair have volunteered to donate one euro per square metre of exhibition space at their stand. This has already raised a five-digit figure. An overwhelming willingness to help prompting Wolfgang Klinder to comment: "It's simply wonderful. This cooperation between organisers, exhibitors and visitors has very swiftly brought us a great deal closer to our goal of making a real improvement in the lives of the children and their families." During the fair visitors will now also have the opportunity to support the initiative. Finally, munich fabric start Veranstaltungen GmbH will then almost match the total sum donated. Already at this early stage a big thank you from the initiators to everybody's fantastic commitment.

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