

## **Einhell and Zgonc donate to “Licht ins Dunkel,” Austria’s largest charity organization**

*Landau an der Isar, November 20, 2020 – Together with Zgonc, Einhell is getting behind the biggest humanitarian project of the Austrian Broadcasting Corporation ORF. Called “Licht ins Dunkel” (which translates literally as “Light into the dark”), since 1973 the charity organization has supported around 400 social projects and projects to help disabled people throughout the whole of Austria – reaching over 5,200 families every year. As sponsors of the 24-hour cycling challenge, the two companies are planning to translate the sporting prowess of four celebrity guests into a sizeable donation for social projects.*

### **“I hope the phones will be ringing off the hook!”**

2020 has been a year in which we have all done far more jobs in the home and garden than for a long time. As a result, the German tool and gardening equipment manufacturer Einhell and the Austrian DIY, hardware, and gardening retailer Zgonc have both enjoyed an excellent year in terms of sales. Together, the two companies are now planning to embark on a partnership with the charity “Licht ins Dunkel” to help make a difference and display solidarity with those who need it.

*“We are in the fortunate position of having enjoyed a very successful business year, despite the challenges presented by the global pandemic. We want to share this good fortune with others who are perhaps facing a more difficult time right now. The charity “Licht ins Dunkel” has been doing outstanding work in Austria for years by supporting thousands of families every year. These efforts deserve our full support and we are looking forward to making a contribution as a partner. I hope that the phones will be ringing off the hook!” – Andreas Kroiss, CEO of Einhell Germany AG.*

*“Particularly during the current crisis period, inclusivity can become an even greater challenge for people with disabilities. It is a wonderful aim to help these people and their families, and this is why we want to support ‘Licht ins Dunkel.’ As close and longstanding partners, I am delighted that we will also be embarking on this project jointly with Einhell and that, in this way, we can hopefully help to raise even more donations,” adds Michael Dockal, CEO of Zgonc.*

### **Cycling for a good cause**

For some 47 years now, the Austrian Broadcasting Corporation ORF's charity “Licht ins Dunkel” (which translates literally as “Light into the dark”) has already been raising money for social projects and projects to help disabled people and to support families and children in need. Last year they managed to raise a total of €16.9 million. “Licht ins

For more information, please visit our website:  
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## PRESS RELEASE

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*Dunkel* 2020 starts with a 24-hour cycling challenge on November 24, 2020, where two former sports personalities will join forces with a cabaret artist and an active Paralympian from the Austrian Armed Forces and take turns to pedal as hard and fast as they can for a good cause. During the challenge, an oversized Einhell battery will be charged.

At the end of the challenge, the power generated on the spinning wheel will be converted to Euros for "*Licht ins Dunkel*." During the opening gala on the next day, Andreas Kroiss will hand over a check to presenter Norbert Oberhauser with the total funds raised through this sporting event.

### About Einhell

Einhell Germany AG is a leading manufacturer of state-of-the-art tools and equipment for the house and garden. By continuously expanding our innovative rechargeable battery platform Power X-Change, we are now already the market leader in the area of cordless tools and garden equipment. We set new standards in terms of the endurance, performance, and safety of our products, and we inspire our customers by offering excellent value for money, first-class customer service, and the freedom of cordless operation for all their DIY projects.

For more information, please visit our website:  
[www.einhell.de](http://www.einhell.de).

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