

Batteries fully charged for a good cause: Einhell donates €200,000 during RTL Donation Marathon

Landau an der Isar, November 24, 2020 – Last week Einhell Germany AG joined 15 other teams at this year's RTL donation marathon as part of the "24h cross trainer challenge" hosted by German musician and celebrity Joey Kelly in order to raise money for the children's foundation "Stiftung RTL – Wir helfen Kindern e.V." At the end of the event, Chairman of the Management Board Andreas Kroiss presented Joey Kelly with a check for €100,000 – on top of which the company also spontaneously decide to bump up the donation with a further €100,000 plus 25 cents for every Power X-Change rechargeable battery sold up to the end of the year. In total, the RTL donation marathon managed to raise €15.7 million in the 24 hours it was on the air.

Non-stop exercise to fully charge the "donations battery"

For 24 hours, 16 teams across the whole of Germany got stuck into the pedals of their cross trainers. The goal of the Kelly Challenge, which is named after Joey Kelly, at this year's RTL donation marathon, was to charge up an oversized Einhell battery in the studio and to collect donations for the children's foundation "RTL - Wir helfen Kindern" in the process. Likewise at Einhell World in Landau an der Isar, where a committed team of Einhell employees was busy around the clock to help reach the donations target. Although the goal was met just before the time was up, everyone carried on with their exercising until the end of the 24 hours. The effort was ultimately recognized by *Rekord Institut für Deutschland*, the German Records Institute, with an official world record for the "highest amount of energy generated on a cross trainer (24 hours, team)."

"The RTL donation marathon that took place last week was an unforgettable event for all of us. I am really proud that Team Einhell was able to make such an important contribution to filling up the 'donations battery' and that we managed to raise so much money together with the other teams. At this point I would also like to thank all the colleagues who made it all possible with their efforts both on the cross trainers and behind the scenes," explains Andreas Kroiss, CEO of Einhell Germany AG.

Additional 25 cents per rechargeable battery sold

Impressed by the great response from people calling the studio telephones to make a donation and by the aid projects being planned by RTL, the Chairman of the Management Board decided to double the donation amount on the spot.

For more information, please visit our website:
www.einhell.de.

Press contact:
Monika Aigner
Tel.: +49 9951 942 826
E-mail: monika.aigner@einhell.com

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PRESS RELEASE

“To be sat there in the studio and witness the RTL donation marathon and thus experience up close the incredible commitment not only of the team at RTL, but also of all the other people making donations, helping out or volunteering really made a deep and lasting impression. For this reason, I spoke to the other members of the board at Einhell and we decided there and then to double our donation to €200,000. The aid projects deserve our fullest support, and I am already looking forward to visiting one of these projects myself soon – the RTL children's center in Munich. Children are our future, and they deserve our best efforts.”

In addition, Kroiss also promised that Einhell would donate a further 25 cents for every battery sold from the Power X-Change rechargeable battery system up to the end of the year. In addition, a visit is also planned in December to the RTL children's center in Munich, followed by many further events in 2021 to support children in need.

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.

Children's charity foundation “RTL – Wir helfen Kindern” – More than €198 million raised since 1996

Since 1996, broadcaster RTL has been actively involved in raising money for children and young people in need all around the world. Fundraising takes place all year round in numerous campaigns. The foundation “RTL – Wir helfen Kindern” guarantees that every last Euro cent raised or donated is received by the children's charity projects involved, with nothing deducted or lost along the way as the media group RTL Deutschland covers all the costs for admin, staff, and production. This is what “RTL – Wir helfen Kindern” and the RTL donation marathon have stood for since 1996. Every year the foundation is audited by *Deutsches Zentralinstitut für Soziale Fragen* (DZI, German Central Institute for Social Issues), and every year it is awarded the sought-after official DZI fund raising certificate. In this way more than €198 million has been raised in recent years, enabling “RTL – Wir helfen Kindern” to fund and support hundreds of children's charity projects, thereby offering long-term help to tens of thousands of disadvantaged children. Further information can be found at www.rtlwirhelfenkindern.de.

For more information, please visit our website:
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Press contact:
Monika Aigner
Tel.: +49 9951 942 826
E-mail: monika.aigner@einhell.com

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