

RTL Donation Marathon: Einhell offers support to children suffering from cancer

Cologne/Regensburg/Landau an der Isar, November 19, 2021 – “Nobody is safe from the risk of serious illness. Particularly children and young people suffering from cancer need the best support we can offer to endure these difficult times and start a new life. This is why we at Einhell will be supporting the leukemia charity ‘Leukämiehilfe Ostbayern’ as part of the RTL donation marathon and will be getting right behind their efforts to construct a physiotherapy and exercise center at the University Hospital Regensburg,” explains Andreas Kroiss, CEO of Einhell Germany AG. The leading manufacturer of battery-powered tools and garden equipment is donating €300,000 to help make sure that this model project – which is unique across Germany – can become reality as soon as possible.

Prof. Dr. Reinhard Andreesen: “Physical activity plays a key role.”

Every five hours a child under the age of 15 is diagnosed with cancer in Germany. Thanks to the advances of modern medicine, four in five of these children will be cured again, but the route back to normal life is long and arduous. The role played by physical activity and exercise in all of this is explained by Prof. Dr. Reinhard Andreesen, Chairman of Leukämiehilfe Ostbayern e.V.: *“Physical activity plays a key role and is really important for overcoming cancer. Not only in order to cope well with the therapy, but also in order to avoid the risk of a relapse.”*

Cancer patients often have a weakened immune system or are still receiving in-patient treatment. As this prevents them from going to public fitness centers or gyms, the leukemia charity *Leukämiehilfe Ostbayern* at the University Hospital Regensburg is planning to open its own physiotherapy and exercise center under the name *LeoSport*. While planning is already completed and the ground-breaking ceremony took place recently, the charity is still urgently looking for donors to support the project.

On behalf of the RTL donation marathon, a TV team spent a day visiting the children’s leukemia ward at the University Hospital Regensburg, where one of the patients they met was the 14 year-old Rebecca. She told the team about the blood transfusions, chemotherapy, hair loss and other unpleasant side effects she has had to cope with, as well as an unexpected ruptured appendix she suffered during a high-risk phase of the treatment. *“The personal history of Rebecca, which is very representative of what most leukemia patients*

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Einhell CEO Andreas Kroiss, Max Giesinger and Wolfram Kons at the RTL donation marathon (left to right)
Photo: RTL/Stefan Gregorowius

PRESS RELEASE

go through, moved me very deeply,” explains a reflective Wolfram Kons, who has been one of the presenters of the RTL donation marathon since 1996.

“These children have really been through a very difficult time. They need the best treatment to get back to full health. Sport and exercise can play an important role in this,” adds Andreas Kroiss. This is why Einhell has decided to add to the €500,000 already collected by Leukämiehilfe Ostbayern in the region with a further donation of €300,000, so that LeoSport can become reality as soon as possible.

“Every Euro saves lives and prevents suffering”

Andreas Kroiss: “Einhell was founded in 1964 as a family company. Even though we are now an international success story with our Power X-Change tools and garden equipment, we have not forgotten our roots in Landau/Germany and still feel close to the people here. We therefore had no hesitation about supporting this year’s RTL donation marathon again. Every Euro saves lives and prevents suffering.”

RTL Charity Director Wolfram Kons: “Patients suffering from leukemia or other serious diseases need our solidarity and support. This is why I am so grateful to all employees of Einhell for this generous donation.”

About Einhell Germany AG

Einhell is a leading manufacturer of state-of-the-art tools and equipment for the house and garden. From its headquarters in Landau/Isar (Bavaria), the internationally successful company has continuously expanded its innovative rechargeable battery platform Power X-Change and is now the market leader in the area of cordless tools and garden equipment. For many years Einhell has set new standards in terms of endurance, performance, and safety. Einhell customers appreciate the freedom of cordless operation for all their DIY projects, as well as the excellent value for money that Einhell products represent and the first-class customer service offered by the company.

Children’s charity foundation “RTL – Wir helfen Kindern” – more than €221 million raised for good causes 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. All the costs for personnel, production and administration that arise in connection with the children’s charity foundation “Stiftung RTL – Wir helfen Kindern” are met by RTL Deutschland. As a result, “Stiftung RTL – Wir helfen Kindern” is able to guarantee that every last cent raised in donations is actually received by the intended children’s charity projects – with no deductions made along the way. 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 recent years, over €221 million has been collected as a result, allowing “Stiftung RTL – Wir helfen Kindern” to support hundreds of children’s charity projects and offer long-term help to countless children in Germany and all around the world. Further information can be found at www.rtlwirhelfenkindern.de.

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