



# PRESS-INFORMATION

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Stuttgart 03/03/2022

## **Sport4Ukraine - joint appeal for donations from various companies and associations in the sports industry: "You donate - we double".**

**For the current occasion, Siegbert Müller, founder and managing director of OUTTRA, initiated and organized the joint appeal for donations: "Sport4Ukraine! You donate - we double". Together with AlpenStrand, the BSI, VDS, SAZsport, SPORT2000 as well as Chillaz, Joe Nimble and socialPALS, OUTTRA forms the first core team to support this social commitment.**

By means of emergency aid, various relief organizations are supported in order to alleviate the suffering of the people affected by the Ukraine war and to send a signal of solidarity. The vision behind this is: "we want to alleviate the consequences of the Ukrainian war for the people and show that we as a sports industry can make a difference together".

In order to pursue this vision, a core team has decided to double every additional donation up to a total budget, which is available daily on the sport4ukraine website, at 100 percent.

This total budget is continuously increased by further contributions from the permanently growing core team. Associations, brands, retailers, service providers and publishers in the sports industry who would like to support this campaign can supplement the core team at any time and thus increase the total donation budget. But individual employees or end customers can also support the project with a donation contribution.

Currently, sport4ukraine works together with Aktion Deutschland Hilft, the German Red Cross, UNHCR, Save the Children, Caritas Austria and Nachbar in Not. Further information on the idea, the core team, the processes and the current donation amounts can be found on the website [sport4ukraine.de](https://sport4ukraine.de).

**[sport4ukraine.de/en](https://sport4ukraine.de/en)**