

Stuttgart 10/03/2022

SPORT4UKRAINE - DONATION SUM OF 100,000 EURO REACHED

A week ago, Siegbert Müller, founder and managing director of OUTTRA, had called on the industry for the first time for a joint fundraising campaign "Sport4Ukraine - United in Sport! You donate - we double" to alleviate the suffering of the people affected by the Ukraine war. In the meantime, over 2 million people have already fled Ukraine - mainly mothers with their children - and over 100,000 euros have been raised through this campaign.

Brands, retailers, associations and publishing houses are continuously joining the sport4ukraine core team, which includes every company that has donated at least 1,000 euros to one of the aid organizations listed below. As of today, there are 28 companies. But individual donations, which are doubled by the core team, are also constantly increasing - every euro counts. Today the 100,000 euro mark could be broken through.

Siegbert Müller: "It's impressive to see what the industry can do together and what has come out of this idea within a week. It's also great that the companies are spreading the word about this campaign on their own social media channels and platforms. I would like to thank all participants for their commitment, their time and all activities that make the Sport4Ukraine project even better known in order to motivate more people to participate. I am sure that together we can provide even more support for the helpers on the ground."

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

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