



Press Release



Rapid help for Ukrainian children and families

Zeller+Gmelin shows responsibility: 10,000 euros go to Agapedia – a relief organization of Jürgen Klinsmann

The war in Ukraine continues unabated. The extent of the destruction and the humanitarian situation in the country are catastrophic. People are desperate, millions are on the run. Children and families need immediate and unbureaucratic help - both in acute need and in the long term. Zeller+Gmelin, the Eislingen-based specialist for lubricants, printing inks and chemical products, condemns war and violence and is therefore donating 10,000 euros to Agapedia as a first step. Jürgen Klinsmann's aid organization is currently specifically supporting fleeing children and families from Ukraine.

Soccer star and former national coach Jürgen Klinsmann has been helping those on the dark side of life for years. His charitable foundation Agapedia (Greek for "love of children") oversees projects for children in need. "Ukrainian children are now coming to our children's centers in Esslingen and Geislingen more and more regularly," explains Agapedia Managing Director Stefan Barth. "There, they are given the opportunity to meet other children and immerse themselves in a different, more peaceful world by means of sports, fun and games. In parallel, we specifically try to support the parents and relatives so that they can maintain a family life as much as possible, despite their acute need."

Living social responsibility

The traditional Eislingen-based company Zeller+Gmelin is also severely affected by the catastrophic effects of the war and the daily images of humanitarian need. Siegfried Müller, Managing Director Marketing and Sales at Zeller+Gmelin, emphasizes in this regard: "As a medium-sized family business in the heart of Eislingen, Zeller+Gmelin has been living its social responsibility for over 150 years. We stand for peace, exchange and constructive cooperation. For us, it is therefore absolutely clear that, in view of the many people in need, we must help in the most uncomplicated and targeted way possible."

Putting donations in good hands

The ideal donation partner was quickly found in Agapedia, the foundation of Jürgen Klinsmann, a native of Göppingen and soccer world champion. "For 27 years already, the foundation has shown enormous commitment here in the region. We are therefore certain that our donation is in good hands and will quickly reach where it is needed most." Siegfried Müller continued.



Stefan Barth has already been able to receive the emergency aid of 10,000 euros. "We are very happy about the support of Zeller+Gmelin," said the Agapedia managing director. "With this, we will further expand our current aid projects for needy and distressed children and families from Ukraine."

From the region, for the region

The children's charity Agapedia was founded in 1995 and currently operates two open children's centers for children between the ages of six and twelve in the hometown of Jürgen Klinsmann, in Esslingen and Geislingen an der Steige. There, children are offered games, sports, circus workshops and creative activities in the afternoons to discover their abilities and strengthen their self-esteem.

Helping where no help would otherwise reach

Agapedia also has four subsidiary foundations in Romania, Bulgaria, Moldova and Georgia. These were set up specifically to support needy children, mothers and families. Currently, aid measures and projects for refugee children and families from Ukraine are being carried out at all Agapedia locations.

The subsidiary foundations bordering Ukraine in Moldova and Romania are currently particularly active. In Moldova, Agapedia operates two centers for needy children and families, which also host Ukrainian refugees. Especially in the rural regions of Moldova, people are showing signs of exhaustion as they rely solely on private assistance and hope in vain for government support. That is why Agapedia's helpers strive to help precisely where no help would otherwise arrive. "We have been active in the Republic of Moldova for more than 20 years, working intensively with the people, organizations and authorities there. Mutual trust has grown steadily over the years, so we are sure that the aid is used in the best sense and responsibly," explains Agapedia Managing Director Stefan Barth.



Image 1: Handing over of the cheque

From left: Agapedia Managing Director Stefan Barth, K19 Director Sonja Maurer, Jürgen Klinsmann, who joined the event live from the USA, as well as Siegfried Müller and Tobias Dannemann from Zeller+Gmelin at the handing over of the check at the K19 Children's Center in Geislingen.

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Image 2: Jürgen Klinsmann at the K19 children's home in Geislingen: With his Agapedia foundation, the ex-football star and native of Göppingen supports children, mothers and families in need. The donation of 10,000 euros from the traditional Eislingen-based company Zeller+Gmelin is currently urgently needed in view of the Ukraine war.

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Image 3: A break from the war: Nikita and Margarita are the names of the two children who were taken in by Agapedia together with their mom and grandma. Many more Ukrainians are currently waiting for help, which can consist of even the smallest everyday things.

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Image 4+5: Helping where no one else is helping: Agapedia distributes relief supplies to Ukrainian families in Moldova.

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http://www.pr-x.de/fileadmin/download/pictures/Zeller_Gmelin/spendenbild_familie.jpg



Image 6: Deeply rooted in the region of Eislingen since 1866: the traditional company Zeller+Gmelin donates 10,000 euros of emergency aid for Ukrainian children and families to Agapedia. Siegfried Müller, Managing Director Marketing and Sales at Zeller+Gmelin, emphasizes in this regard: "As a medium-sized family business in the heart of Eislingen, Zeller+Gmelin has been living its social responsibility for over 150 years. We stand for peace, exchange and constructive cooperation. For us, it is therefore absolutely clear that, in view of the many people in need, we must help in the most uncomplicated and targeted way possible."

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About Zeller+Gmelin

Zeller+Gmelin GmbH & Co. KG, founded in 1866, employs around 1000 people worldwide, almost half of whom work at its headquarters in Eislingen. With its 16 subsidiaries, the medium-sized company operates worldwide. The product portfolio is divided into the divisions lubricants, industrial chemicals and printing inks. The high-quality products occupy a leading position on the international market. Zeller+Gmelin offers individual and integrated solutions from a single source, from research and development to production. The high proportion of R&D is demonstrated not least by the fact that around 20 percent of the workforce in Eislingen is employed in this area, in order to constantly develop and optimize the innovative products in line with market and customer requirements. <http://www.zeller-gmelin.de>

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