



## Press Release

**MADE IN GERMANY - MADE BY DIVERSITY:**

**AN INITIATIVE OF GERMAN FAMILY BUSINESSES**

Family businesses join forces to promote tolerance and cosmopolitanism

**<Bielefeld, 03/26/2019> A total of 50 companies are promoting more tolerance and cosmopolitanism under the motto "Made in Germany - Made by diversity". The joint communication activity is being implemented in March 2019. It includes the publication of an advertisement in selected print media as well as on billboards in 15 cities across Germany.**

The aim of the joint initiative is to set a clear signal for tolerance and against xenophobia. At the heart of the initiative is an advertisement with the theme "Made in Germany - Made by diversity". The text underneath the advert highlights the stance of the participating companies: People's origins are not what counts, but rather a collective, peaceful and tolerant togetherness. In this way, companies take a stand and clearly position themselves against xenophobia.



"As a family business, we are aware of our social responsibility. By participating in the initiative we want to demonstrate our commitment to an open culture, and we want to send out a message of support for tolerance and cosmopolitanism," Dr. Albert Christmann, personally liable partner of Dr. August Oetker KG.

The idea was created by the initiative of Dr. Timm Mittelsten Scheid, a shareholder in Vorwerk and a member of the Vorwerk entrepreneurial family. "The topic is of great interest to me personally. I think that during times of these socio-political debates, it is important that the economy also sends a signal", explains Dr. Timm Mittelsten Scheid regarding his involvement to the project. "That is why I am all the more pleased to have been greeted by so much positive feedback from the family businesses."

The advertisement will be published from the 26th of March. It will be published in selected daily newspapers (including the Handelsblatt, Süddeutsche Zeitung, Frankfurter Allgemeine Zeitung, WELT, in publications of the Funke Mediengruppe) and in other publications (including Bunte, Focus and Cicero). In addition, the advertisement will be displayed on various billboards. In addition to the ten largest cities in Germany, it will also be on display in Hanover, Lübeck, Bielefeld and Mannheim.



Here is a list of the companies involved in alphabetical order:  
ACEG, B. Braun, Baerlocher, Bahlsen, Berner Group, Beumer  
Group, Boehringer Ingelheim, BPW Bergische Achsen KG, Brose,  
Claas, Deichmann, Dräger, emz, fritz-kola, Funke Mediengruppe,  
Giesecke+Devrient, Gira, Hansa-Flex, Henkel, Hipp, Horsch,  
Hubert Burda Media, Jägermeister, Kienbaum, Klett, Kostal,  
Krone, Lemken, Lindner, Marquard & Bahls, Messer Group,  
Metzler, Murtfeldt, Nolte Küchen, ODDO BHF, Oetker-Gruppe,  
Otto Group, Röchling, Sartorius, Sennheiser, SMS group, Stihl,  
Ströer, Südvers, Trigema, Vaillant, Vorwerk, Werksviertel Mitte,  
Wörwag, Würth.

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