



1.2 million euros! Fressnapf customers again make an impressive statement for animal welfare in Europe

“Connected through friendship” bracelet fundraiser in support of international animal welfare projects

Krefeld, 30/01/2019 – Europe’s animals say “thank you” to customers of the Fressnapf Group, who donated a record-breaking sum of 1.2 million euros for animal welfare during an international fundraising campaign. Friendship bracelets were once again at the heart of the campaign and were sold in all eleven countries of the Fressnapf Group under the slogan “Connected through friendship”. The proceeds will now be donated to national animal welfare and animal therapy projects. “We are deeply moved by the outcome and greatly appreciate how our customers have taken on helping and supporting animals in need” Fressnapf founder and proprietor Torsten Toeller said. “Thanks to our customers, we have once again achieved a result that is surely without parallel in Europe, which will hopefully provide a little relief to the professional and voluntary animal welfare workers doing valuable work in the field. It’s their work that really deserves our gratitude and appreciation.” Another round of the European-wide customer donation campaign is set for World Animal Day on 4th October 2019.

One of the biggest customer donation campaigns for animal welfare in Europe

A total of 770,000 bracelets were sold in more than 1,500 Fressnapf and Maxi Zoo stores. The final sum in Germany alone was over 680,000 euros. Eighty percent of proceeds are going to the Fire Service Fund of the German Animal Welfare Association for dealing with urgent cases. A further 62 local animal welfare projects will each receive 2,200 euros. The trendy bracelets also flew off the shelves in Austria, France, Switzerland, Hungary, Belgium, Denmark, Ireland, Poland, Luxembourg and Italy. National animal welfare centres and animal therapy organisations in these countries will also be supported by the money raised.

“*tierisch engagiert*” is a platform that combines customer and company engagement

Fressnapf has also been bringing together the joint social commitment of customers and companies on the German website www.tierisch-engagiert.de for three years. Non-profit organisations in Germany post concrete requirements, e.g. for desperately needed renovations, veterinary and food costs. Our independent partner “betterplace” reviews the charitable status of all projects and then presents them. Customers and interested animal lovers can follow donations and progress in real-time. In the past year alone, more than 150,000 euros have been given away to non-profit animal welfare projects. Another part of this campaign included Fressnapf stores and logistic centres donating goods to animal shelters. In Germany alone, 1,500 pallets of pet food and accessories have been delivered by the company logistics centre. If you were to stack these pallets on top of each other, they would be double the height of the tallest building in the world – the Burj Khalifa in Dubai (828 metres high).

About the Fressnapf Group: Maxi Zoo is part of the Fressnapf Group, which is the market leader for pet supplies in Europe. The company was founded in Erkelenz (North Rhine-Westphalia) in 1990 by proprietor Torsten Toeller. Today, the group of companies has over 1,500 specialty stores in 11 European countries (most of them under the name Maxi Zoo) and more than 12,000 employees. Modern stores, expert advice, attractive prices, a wide range of services and an online shop mean the Fressnapf Group is becoming more and more of a cross-channel retailer. The turnover of the group is currently over two billion euros a year. The Fressnapf Group supports various charitable animal welfare projects and is constantly expanding its social commitment to improving the relationship between people and pets. Our mission: “We do all we can to make the relationship between people and pets easier, better and happier.”

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