

Press Release



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Music therapy is close to Hochwald's heart

Hochwald promo vehicle collects €14,000

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This year, Hochwald Foods GmbH is donating €14,000 to *Herzenssache*, the children's charity of SWR, SR and Sparda-Bank. The company has been supporting this initiative since 2005.

A total of €14,000 was collected throughout the year through a "wheel of fortune" game at the Hochwald promo vehicle, which attended events such as the Harvest Festival in Frankfurt, the "Rheinland-Pfalz-Tag" and the "Saarspektakel". For 50 cents, old and young could have a go for a chance to win great prizes and Hochwald products. Hochwald donates all proceeds to *Herzenssache*.

One of the organisations supported by the children's charity *Herzenssache* is Amme e.V. (Musicians for Musicians in Action). Their project "Learn an Instrument with Special Needs" helps train and develop young musicians with learning difficulties and special psychological needs in the area around Trier and Bernkastel-Kues. Music therapy promotes emotionality and the ability to communicate as well as motor skills in special needs children. Amme e.V. aims to extend the project through the whole of Rhineland-Palatinate with the support of *Herzenssache*. Further information about Amme e.V. and the project is available at www.amme-musik.de.

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*The non-profit association **Verein Herzenssache** was founded in the year 2000 and carries out the charitable activities of Südwestrundfunk, Saarländischer Rundfunk and the Sparda-Bank, specifically helping children in need. These partners provide the funding for staff and administration of the association. In this way, every penny of the money raised goes to children and young people in the region. For more information about the projects supported, visit www.herzenssache.de.*

About Hochwald Foods GmbH:

Hochwald Foods GmbH is based in Thalfang, Rhineland-Palatinate. Its production facilities in Germany and the Netherlands cover the entire spectrum of dairy products. Household names such as Bärenmarke, Lünebest, Glücksklee, Elinas and Hochwald, as well as trademarks and international brands such as Bonny are part of the Hochwald family. www.hochwald.de