



13. June 2024

KRONE Trailer supports Blut transportiert e.V.

On 14 June 2024, just in time for the start of the European Football Championship, the logistics initiative Blut transportiert e.V. and DKMS will be holding a major registration campaign at the east entrance to the Olympic Park in Munich with the support of KRONE Trailer. Visitors to the fan zone in the Olympic Park will have the opportunity to register as potential stem cell donors free of charge and in just a few minutes between 13:00 and 21:00.

The idea for this campaign was launched at the end of 2023 by Nicolas Gallenkamp, founder of the logistics initiative Blut transportiert. Following previous successful collaborations with DKMS, the plan to organise a major registration campaign at the start of EURO 2024 quickly emerged. "We had already worked successfully with DKMS before. Our new idea opened doors at DKMS. It quickly became clear that we wanted to organise a large registration campaign at the start of EURO 24 on 14 June next to the fan zone in the Olympic Park in Munich," says Gallenkamp.

Many volunteer supporters will be on site under the motto "Every goal counts". A special eye-catcher at the registration stand will be the historic World Cup liner from KRONE Trailer, on which former national team players such as Mario Götze, Thomas Müller and Toni Kroos celebrated winning the 2014 World Cup title. "We at Blut transportiert are delighted to be able to contribute the original World Cup Liner in the new European Championship design to the event together with our partner KRONE," says Gallenkamp in the run-up to the event. Visitors can enter the liner and take selfies in the EM look.

Simon Richenhagen, Head of Marketing at KRONE Trailer, explains the commitment: "We are delighted to be able to support Blut transportiert with the registration campaign. Especially because the partnership focuses on joint campaigns. This year, we are supporting the "Saving Lives Together" initiative at several events, such as the opening match of the European Championship and next month's Truck Grand Prix. In the past, we have already supported numerous organisations such as the PROFI association, Doc Stop e.V. and Kinderunfallhilfe. We want to continue to do so in the future."

Nicolas Gallenkamp, the 39-year-old founder of Blut transportiert, lost his sister Victoria to leukaemia

in 2006. Since 2022, he has been working with his initiative to ensure that more campaigns against diseases of the haematopoietic system are implemented in the logistics industry. The registration campaign for EURO 2024 is a further step towards raising awareness of this important issue.

Further information on the registration campaign and the history of Blut transportiert can be found at www.blut-transportiert.de.



If you have any questions, please do not hesitate to contact me.:

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