



Die Genuss-Molkerei

PRESS RELEASE

(Mertingen, 1st April 2014)

Help is on its way: Zott employees take part in a blood donor and bone marrow typing campaign

Zott does not just pay lip service to social responsibility, it is firmly anchored in the values of the family business. With its Corporate Social Volunteering concept, i.e. a concept for voluntary activities in the name of the company, the traditional dairy offers all its employees a joint platform for social and societal commitment supported by Zott. In many different ways, employees from the most diverse of departments can thus offer targeted help and experience team spirit of a very special kind, such as at Zott's big blood donation and bone marrow typing campaign held at its headquarters in Mertingen on the 31st March.

The event, which was initiated and financed by Zott, was attended by the Bavarian Red Cross (BRK), as well as the German Bone Marrow Donor File (DKMS). In the period from 10 am to 3 pm, around 70 employees donated blood and ensured a full utilisation of the blood donation area at the facilities on Bäumenheimer Straße. 30 other employees showed they wanted to be active against blood cancer and set an example by participating in a DKMS bone marrow typing. Even as far back as December 2007 to January 2008, extensive bone marrow typing campaigns, in collaboration with the DKMS, took place at the Mertingen and Guenzburg sites. Four active donors had already emerged from these past bone marrow typing campaigns who, as genetic twins, could help people who are ill to fight the disease. "Zott is proud to have such motivated and committed employees. With a few millilitres of blood and a saliva sample, one can make a valuable contribution to the community and help those who are ill", explains Dieter Wiedenmann, Head of Human Resources & Organisation.

For all the employees who participated in the blood donation or the bone marrow typing campaign, which had been organised by Tanja Kratzer from Zott Corporate Communications, there was an added bonus – they were all entered into a great prize draw in which the winner won a chance to take part in the Zott Incentive in the summer of 2014. This made participation doubly worthwhile!



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Image (Copyright Zott):



In just one day, about 100 employees from Zott did something brilliant – the teams from the Zott blood donor and bone marrow typing campaign were delighted at the enthusiastic participation for such a good cause.

Press Contact & Images

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