Burda bewegt (moves)

Burda runs for a good cause

Debut at “Burda runs”: We donated 10 euros per runner to Offenburg’s disabled sports group © Axel Bleyer for HBM

The asphalt was steaming under the scorching sun of Southern Germany on Thursday, but the common goal motivated the Burda runners: to be active, have fun and collect donations for Offenburg’s disabled sports group. About 4000 Euros were collected - a proud sum, which the non-profit association would like to invest in the purchase of a special step tandem to build up a new team for the Special Olympics 2023.

Understandably, some runners had decided not to run during this heat. Since this should not be detrimental to the club, Burda decided to donate 10 Euros per registered runner instead of per kilometre actually run because health comes first. And the good will is what counts!

Successful premiere

Human Resources Director and patron of Burda bewegt (moves), Katharina Herrmann, welcomed the employees and their families at the summer party that started after the run and was impressed by their commitment:
"Our first charity run was a great success. I am very happy that so many colleagues participated today despite the great heat and showed the spirit of working together for a good cause. This is exactly what Burda and its employees are all about."

**Katharina Herrmann**, HR Director

The idea of turning Burda's traditional sporting event into a fundraising run was born as part of the group-wide **Burda bewegt** (i.e. *Burda bewegt*) campaign. The aim of the initiative is to make use of the variety of skills offered by the Burda network and to engage in socially relevant issues together.

The new concept was very well received by our sporty colleagues: "Knowing that I'm making a donation with every kilometer I run has especially motivated me and my family to take part today," said Daniela Greber of *Burda Digital Systems*. So were Christine and Chantal Kopf from *BurdaLife Entertainment*’s editorial team: "It was a lot of fun and the fact that we ran for a good cause was our motivation for these temperatures today".

But it was also the team spirit that inspired the runners: "It's simply fun to run together with colleagues and the donation is a nice side effect," said Justin Schindler, IT trainee. Together, they let the day come to an end with good food, cool drinks - and finally a gentle evening breeze.

**Burda bewegt**

Hubert Burda Media is a family business with values. Our mission: We want to make a difference together! To touch people emotionally with our themes and stories. Actively promoting change for society. Making the commitment of individuals visible and promoting them. Our role model is the Burda family, which has been living its social responsibility for generations of entrepreneurs and is still a sponsor of cultural and social donations and institutions.

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**Category Events**

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