

Beat: News

## Tribute to Bambi

### 2018 charity event

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**USPA NEWS** - At the TRIBUTE TO BAMBI charity event Mercedes-Benz kicked off the fundraising campaign "Recharge" on Facebook. In the run-up to the BAMBI awards ceremony on 16 November 2018 the Mercedes-Benz Brand Ambassadors Palina Rojinski, Franziska Knuppe and "Die Lochis" are calling for donations to the TRIBUTE TO BAMBI Foundation.

everyone can participate in the campaign. All participants have the chance to receive two invitations to the BAMBI award ceremony, a Meet & Greet with the Lochis and a signed Bobby Benz. Alongside the fundraising campaign, this year the brand with the star is also offering a TRIBUTE TO BAMBI special edition of the Bobby-Benz limited to 500 units, all proceeds from which will be donated to the foundation.

"Support for disadvantaged children and young people in Germany is an important pillar of Mercedes-Benz's social commitment. That is why, ever since the first TRIBUTE TO BAMBI charity event in 2001, we have been the Presenting Partner", said Natanael Sijanta, Head of Marketing Communications Mercedes-Benz Cars. Mercedes-Benz's commitment in this year is themed around the electric mobility brand EQ. With the fundraising campaign "Recharge" on Facebook the brand with the star is combining social commitment with sustainable mobility. An all-electric EQC is part of the fleet with which Mercedes-Benz is supporting the TRIBUTE TO BAMBI event and the BAMBI awards ceremony as a Presenting Partner. The exclusive shuttle service consists of V-Class and S-Class vehicles and a white Mercedes-Maybach S 650 Pullman.

Mercedes-Benz has set up a fundraising page on Facebook for this donation drive for the TRIBUTE TO BAMBI Foundation. The campaign began with an initial donation from Mercedes-Benz of 500 Bobby-Benz. Famous brand ambassadors are backing the fundraising campaign including Palina Rojinski. From 18 to 25 October, the presenter and actress is calling for donations and announcing that the prize is two invitations for the BAMBI awards ceremony. Up until 4 November the YouTubers and musicians "Die Lochis" (Heiko and Roman Lochmann) will be encouraging people to join in. They are raffling a personal Meet & Greet. To conclude the fundraising drive, actress and model Franziska Knuppe is raffling an autographed Bobby-Benz. The entire campaign is being accompanied by numerous posts and videos on the Facebook and Instagram channels of the VIPs. The donations will go exclusively to the work of the TRIBUTE TO BAMBI Foundation supporting children in need.

#### Special Bobby-Benz 2018 edition

This year's special-edition Bobby-Benz model is silver-coloured all over. A red seat and the black steering wheel add colourful highlights. The little speedster can be adorned with a colourful set of stickers designed by Palina Rojinski. The actress and presenter has depicted her sources of strength in everyday life with the motto "Recharge". The special edition is available from 12 October 2018 in Mercedes-Benz outlets and online at <https://shop.mercedes-benz.com/de-de/collection/bambi2018>. The proceeds of 99.90 euros per item go to the TRIBUTE TO BAMBI Foundation and thus to needy children and young people in Germany.

#### About the TRIBUTE TO BAMBI Foundation

The TRIBUTE TO BAMBI Foundation provides all-year-round support for projects involving children and young people in Germany and highlights their plight and social injustice. The aim is to help children in need in a concrete and sustainable way and help improve their situation in the long term. The Foundation bears the renowned DZI (German Central Institute for Social Issues) seal of approval.

#### Article online:

<https://www.uspa24.com/bericht-14324/tribute-to-bambi.html>

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**Editorial program service of General News Agency:**

United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
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