

No. 19 e  
February 2008

## **inhorgenta europe Supports the ChronoKids Award**

- Trade fair visitors can vote for their favorites among the submitted pictures
- inhorgenta europe is awarding a savings account worth 1,000 euros to the winner

inhorgenta europe, the largest trade fair for watches, clocks, jewelry, precious stones, pearls and technology in the EU, is supporting the ChronoKids Award, which the watchmaker Chronoswiss is holding in cooperation with the association "HORIZONT". Within the drawing contest for children held by the Munich Horizonthaus, the approx. 30,000 expected trade visitors can vote which pictures should receive awards using a chip in their entrance ticket. In addition, inhorgenta europe is awarding a savings account worth 1,000 euros to the lucky winner. Chronoswiss is also donating 1,000 euros, so that the winner can look forward to a total of 2,000 euros. The savings account bearing interest will be managed by "HORIZONT e. V." until the young winner turns 18.

"Within the framework of this event, we want to make a contribution to ensure that a young artist, who perhaps has not grown up in the best of circumstances till now, can receive better support," Manfred Wutzlhofer, Chief Executive Officer of Messe München, stated.

The ChronoKids Award was created by the inhorgenta europe exhibitor of many years Chronoswiss on the occasion of its 25th anniversary to support the initiative "HORIZONT e.V." more strongly, which was started by the Munich actress Jutta Speidel. The foundation looks after homeless mothers and children in Munich. The young artists from the Horizont home aged between 6 and 16 were challenged to

design the dial face of the Chronoswiss watch "Orea" with their creative input. They put their own ideas about the topic of "time" on paper under the expert guidance of an art

therapist. Unique watches will be manufactured with the winning motifs and auctioned in the fall. The proceeds will go completely to "HORIZONT e.V."

Chronoswiss will present the ten most beautiful pictures at inhorgenta europe 2008 from 15 to 18 February. You can obtain additional information about the ChronoKids Award at the Chronoswiss press conference with Jutta Speidel at 3 p.m. directly at the trade fair booth (booth 100, Hall B1) on Friday, 15 February.

Contact:

Messe München GmbH  
Marketing & Communications inhorgenta europe  
Susanne Fischer  
Messegelände  
81823 Munich  
Tel.: +49 (0) 89 949-20870  
Fax: +49 (0) 89 949-97 20870  
susanne.fischer@messe-muenchen.de

Talk of town. Wächter & Wächter

Nikola Hägele  
Grimmstrasse 3  
80336 Munich  
Tel. +49 (0) 89 747242-36  
Fax +49 (0) 89 747242-40  
n.haegele@waechter-waechter.de

19/MK