

Press Information



die lobby für kinder



Double Donation

Mitsubishi Electric supports „Kinderschutzbund Ratingen“ and „Essener Elterninitiative zur Unterstützung krebskranker Kinder e. V.“

Ratingen, December 16th, 2009

Social engagement on site and in the region is a central element to the corporate philosophy of Mitsubishi Electric, Ratingen. In December two donation actions started to fund social institutions for children. Mitsubishi Electric supported the „Deutscher Kinderschutzbund Ortsverband Ratingen e. V.“ and the „Essener Elterninitiative zur Unterstützung krebskranker Kinder e. V.“

Support of „ Deutscher Kinderschutzbund, Ortsverband Ratingen e. V.“

This year Santa Claus arrived at the family centre of the „Kinderschutzbund“ in Ratingen already on December 16th. He was instructed by Mitsubishi Electric, to whom the support of this institution is very important, and delivered a cheque amounting to 5.000 Euro. Each of the about 30 children aging between five and ten years will get a toy and a gift coupon for clothing. The remaining donation funds will be used to cover the running expenses. „Even now we need money“, explains Kornelia Schröder, chairwoman of the „Kinderschutzbund Ratingen“. „The

economic crisis had also an impact on the donations, the income has reduced a lot. So we are very happy about the cheque and the new support of Mitsubishi Electric“.

The support of the “Kinderschutzbund Ratingen“ has tradition. In spring 2009 Mitsubishi Electric provided funds for the renovation of the family centre, which is an important facility for many families and children offering a family advice service and play and toddler groups. „As a company located in Ratingen-West the well-being of the children in this urban district concerns us. “, explains Barbara Sutter, Manager Corporate Communication of the company. „The „Kinderschutzbund e. V. fulfils an important function as family advice and mentoring institution. For this reason we would like to continue our support in the future“.

Donation to „ Essener Elterninitiative zur Unterstützung krebskranker Kinder e. V.“

The social engagement of the company, which is internationally active in different technological sectors, is not limited to Ratingen. On December 10th Shoichi Nakagawa, Division Manager Semiconductor European Business Group of Mitsubishi Electric, handed over a cheque amounting to 2.000 Euro to “Essener Elternhaus der Initiative zur Unterstützung krebskranker Kinder“.

The charitable institution provides families of cancer suffering children a „temporary home“ nearby the clinical centre in Essen, which is specialised among others in leukaemia. With common rooms and 18 guest rooms the temporary home offers privacy and the feeling of security to the parents, who partly arrive from afar. „Here they can take heart and energy for the next day at the bedside of their children“, explicates Klaus-Peter Heine, Board Member of the institution, „because the most important support for the healing process is the presence of the parents“. Psychological care is provided, too. It is encouraging, that about 65 – 80 % of the diseased children have been successfully medicated and healed according to the homepage of the institution.

“Kinderschutzbund” – Organisation for the prevention of cruelty to children

„Essener Elterninitiative zur Unterstützung krebskranker Kinder e. V.“ –

Parents initiative for the support of cancer suffering children

Further information about „ Deutscher Kinderschutzbund Ortsverband Ratingen e. V.“
<http://www.kinderschutzbund-ratingen.de/>

Further information about „Essener Elterninitiative zur Unterstützung krebskranker Kinder e. V.“:

<http://www.krebskranke-kinder-essen.de>

Further information about Mitsubishi Electric Europe, German Branch:

<http://www.MitsubishiElectric.de>

Photo 1: A cheque has been handed over by Georg Jennen (Mitsubishi Electric, German Branch) and Santa Claus to Kornelia Schröder (Deutscher Kinderschutzbund Ratingen)

Photo 2: Santa Claus also handed over some Christmas gifts for the children in the Family Centre of the Kinderschutzbund in Ratingen

Photo 2: Handing over a cheque to the “Essener Elterninitiative zur Unterstützung krebskranker Kinder e.V.”
from left to right: Judith Seifert, Shoichi Nakagawa (both Mitsubishi Electric), Klaus-Peter Heine (Essener Elterninitiative krebskranker Kinder e. V.), Petra Topeit (Mitsubishi Electric) and guests

About Mitsubishi Electric

With over 80 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TSE:6503) is a recognised world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Mitsubishi Electric B.V is a wholly owned subsidiary of Mitsubishi Electric Corporation helping European customers to meet their business challenges, through providing innovative technologies and high quality products and solutions. The company recorded consolidated group sales of 3,665 billion yen (US\$ 37,4 billion*) in the fiscal year ended March 31, 2009. For more information visit <http://global.mitsubishielectric.com>

*At an exchange rate of 98 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2009

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