



## EMPLOYEE FESTIVAL DOES GOOD: FRICKE GROUP DONATES € 1,426 TO THE JUGENDROTKREUZ ZEVEN

On July 5, the FRICKE Group's HEAT WAVE employee festival took place in Heeslingen for the third time. Over 2,000 employees from all over Germany celebrated together under the motto 'Grow with us'. In addition to a performance by Scooter frontman H. P. Baxxter, FRICKE also supported a good cause with a goal wall shooting competition. For every goal scored, the family business donated €2 to the Jugendrotkreuz Zeven. The 713 goals scored by employees resulted in a donation totalling €1,426.

Heeslingen, 18 July 2024 – Once a year, the FRICKE Group celebrates its employees' commitment with the HEAT WAVE employee party. This year, the event was once again held at the headquarters in Heeslingen. Over 2,000 employees from all over Germany accepted the invitation and celebrated the company motto 'Grow with us'.

The HEAT WAVE employee festival is a popular event in the FRICKE Group's internal event calendar. With ever-changing activities, food trucks, summery cocktails and star acts such as Scooter frontman H. P. Baxxter this year, the company celebrates its employees and the achievements of the past year.

In keeping with the live broadcast of the European Championship quarter-finals, FRICKE created a good atmosphere with a goal wall shoot-out. The FRICKE Group also used the goal wall shooting for a good cause. With every goal scored, the family-run company collected €2 for the Jugendrotkreuz Zeven. With a total of 713 goals scored that evening, the employees raised a donation of €1,426. Maya Haker, head of JRK Zeven, and Markus Haker, JRK Zeven counsellor, were delighted with what they had achieved on the spot. The Jugendrotkreuz Zeven supervises 40 children and young people and can use the donation to purchase urgently needed materials for the organisation's work.

### NOTES FOR THE EDITORS

Images can be found via the following link: <https://cloud.fricke.de/s/zQ2deMcnHTAe3DN>, Password: FRICKE\_HeatWave\_2024

Bild: For the third time, the FRICKE Group celebrated a top-class employee event with HEAT WAVE.

Photo: © FRICKE Gruppe

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### ABOUT THE FRICKE GROUP

Founded in 1923, the FRICKE Group ([www.fricke.de](http://www.fricke.de)) is a successful international replacement parts wholesaler and agricultural machinery, commercial vehicle and garden technology supplier with a total of 84 locations in 27 countries. The owner-managed group of companies has its headquarters in the German town of Heeslingen, Lower Saxony, and employs more than 3700 full-time employees, 277 of whom are trainees.