

**Commitment**

**Klüh supports Düsseldorf initiative to encourage reading skills**

Düsseldorf, 21.11.2023 – This year, the Düsseldorf-based family business Klüh is supporting the 15th reading festival held by the Düsseldorfer Leseband(e) as a partner. Founded in 2007 by committed patrons of reading as a programme and project of the Düsseldorf-based foundation PRO AUSBILDUNG, the Leseband(e) has since developed into a key player when it comes to encouraging reading.

The work of the Düsseldorfer Leseband(e) focuses on imparting reading skills and a love of reading in kindergartens, day-care centres, family and district centres and schools. The target groups are extremely varied and range from children and young people, parents and childcare workers to teachers and people with a migrant background.

Klüh's support mainly centres around promoting the project "We're writing a novel" which was held as part of the reading festival at the municipal Montessori primary school. This gave a large number of primary school children from four classes the opportunity to dive into an adventure of their own making and write their own story.

At the end of the event on 20 November, **Christian Frank**, Managing Director of Klüh Service Management GmbH, emphasised the importance of education and encouraging reading for the individual development of young people: "We are proud to play our part in inspiring and encouraging the creative minds of tomorrow. The addition of the reading festival to our list of partnerships is not only an honour for us, but also an obligation as part of our commitment to society."

**Social commitment in the region and beyond**

For Klüh, responsibility has always been among the company values. Responsibility towards the employees, the environment, the community and the market. Klüh's corporate social commitment includes, for example, the promotion of innovation in science and research by the Klüh Foundation, as well as the donation initiative *Wir für Düsseldorf (We for Düsseldorf)*, which was set up by the entrepreneur Josef Klüh and supports charitable associations and projects in Düsseldorf every year. One focus here is on supporting children and young people so that they can achieve their full potential. Thus, alongside the reading festival in Düsseldorf, Klüh has already supported the Pacemaker initiative several times, which promotes digitalisation in schools and the transformation of learning culture.

**About Klüh:**

*Klüh Service Management GmbH is a global multi-service provider from Düsseldorf. Founded in 1911, the family-run company has decades of experience in the area of infrastructural services. The divisions Cleaning, Catering, Clinic Service, Security, Personnel Service, Airport Service and Integrated Services offer both individual services as well as multiservice concepts. With more than 58,000 employees in seven nations, the company achieves sales of around 923 million Euros (2022). For further information see [www.klueh.de](http://www.klueh.de).*

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