



## LITTLE MASTERPIECES FOR CLEAN OCEANS

### LÄSSIG CHILDREN'S CREATIVE COMPETITION 2023

**Babenhausen, 29. November 2023** – The LÄSSIG children's drawing competition, which already received an enthusiastic response last year went into the next round in 2023. In its second edition, the creative competition invited families to explore the topic of sustainability with a focus on the oceans. On November 15, the 5-member jury selected the happy winners from 98 creative submissions.

#### ART FOR THE OCEANS: LÄSSIG'S CREATIVE COMPETITION FOR THE PROTECTION OF THE OCEANS

The LÄSSIG Children's Creative Competition was launched to give children a voice and an opportunity to express their vision of a better world through art. The competition was held for the first time in 2022 as part of the 7th Hessian Sustainability Day, after LÄSSIG signed the charter of the Hesse Economic Initiative for a responsible and sustainable practices. Since then, LÄSSIG has been fully committed to the 17 sustainability goals of the United Nations and sees itself as a multiplier for the values of the charter. The children's creative competition is a great opportunity to address the topic of sustainability in a child-friendly way and to become active together.

"With the LÄSSIG creative competition, we want to encourage families to recognize and discuss environmental problems. We are committed to finding solutions so that our planet remains a beautiful, liveable place for future generations. A goal that we can only achieve together. That is why it is so important to raise children's environmental awareness and to actively address the issue of sustainability within the family," explains LÄSSIG Managing Director Claudia Lässig.

#### FROM MARINE ANIMALS AND UNDERWATER ROBOTS: SMALL ARTISTS, BIG VISIONS

With this year's creative competition, LÄSSIG wants to draw attention to the problem of overfishing the oceans and the survival of marine life. The family-owned company has been supporting the initiative SHARKPROJECT Germany e.V. for many years, which contributes to the protection of the oceans and the preservation of shark populations. Under the motto „Show us your world, as you see it“, LÄSSIG called on all children between the ages of 5 and 12 across Germany to immerse themselves in the diverse underwater world and to show in a creative way how they imagine it in the future. From the beginning of June to the beginning of November, children were busy crafting, painting, drawing, gluing, stamping and spraying. With impressive results!



Photo: The jury in front of the winning pictures (f.l.t.r.) Tanja Schmitt-Kupcik (representative of the Hessian Ministry of the Environment), Anja Eli-Klein (Head of Public Relations and Fundraising at the Bärenherz Foundation in Wiesbaden), Dieter Hahn (Sharkproject Germany e.V.), Claudia Lässig (Managing Director of Lässig GmbH) and Dominik Stadler (Mayor of Babenhausen) | ©LässigGmbH

## THE WINNERS AND THEIR WORKS OF ART

On November 15, the LÄSSIG showroom was transformed into a colorful art gallery with many impressive works of art. No wonder that the 5-member jury, consisting of Dominik Stadler (Mayor of Babenhausen), Anja Eli-Klein (Head of Public Relations and Fundraising at the Bärenherz Foundation in Wiesbaden), Tanja Schmitt-Kupcik (representative of the Hessian Ministry of the Environment), Dieter Hahn (Initiative Sharkproject Germany e.V.) and LÄSSIG Managing Director Claudia Lässig, found it difficult to select the winners from the 98 fantastic entries.

### THE WINNERS:

**Leyla** (6) from Babenhausen | **Matilda** (7) from Olbernhau | **Elias** (9) from Gerach and  
**Emily, Stephanie, Lea, Daniel, Liana, Leon, Emely und Sofia** from class M3  
 from the Kegelberg School in Frankenberg (11-12)

The winners were able to prevail against strong competition and impressed not only with their creative talent but also through their outstanding commitment to environmental protection.

The response from the participating families was just as impressive as the artworks themselves:

*Leyla's (6) mother wrote: "The competition gave my daughter lots of ideas and made her think. (...) Even in the summer and on the many rainy days, my daughter put a lot of time into her „mermaid underwater world box" project. We were really happy to see how enthusiastic she became about the topic."*

*Elias' (9) mother wrote: "Elias has spent hours gluing, painting, crafting, recycling ... He hopes that a robot will soon be invented that will clean the sea from plastic waste. As soon as the robot has sucked up the garbage, the robot lights up and at the same time recycles the garbage into fish food and plants."*

The jury agreed: „We are thrilled by the creativity and commitment of the children who are so passionate about protecting our oceans. Their artwork is inspiring and reminds us how important it is to protect our environment. We would like to thank all participants and congratulate the winners on their outstanding entries. We are confident that these young artists have a bright future ahead of them and will continue to contribute to making our world a better place," summarizes Claudia Lässig.





#### A SCHOOL BAG FOR CLEAN SEAS: THE UNIQUE OCEAN EDITION

In keeping with the ocean theme, LÄSSIG is launching a new special line of the popular UNIQUE Boxy School Sets at the end of the year. With the Ocean Edition, LÄSSIG wants to make children and adults aware of the overfishing of the oceans and the associated problems for the ecosystem. A QR code tag refers to the SHARKPROJECT. Cool ocean motifs also adorn the school bag sets. With decorative dolphin or shark patches, school kids can also set an example for the preservation of the underwater animal world.

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#### ABOUT LÄSSIG

**Lässig GmbH**, founded by Claudia and Stefan Lässig, is an internationally successful lifestyle company with its headquarters in Babenhausen, Hesse. From the very beginning, the entire LÄSSIG team has worked to show that profitability, social commitment and sustainability are not mutually exclusive in an innovative company.

For more than 15 years, the **LÄSSIG** brand offers high-quality, sustainable, stylish and functional fashion and lifestyle products for babies, children and parents. These are created with great attention to detail and meet the demands of modern, active, environmentally conscious families. All styles inspire with a contemporary eco design and score with many great features that make everyday family life easier for babies, children and parents. They also grow with the needs of each individual family member. The products can be found in 50 countries in stationary stores and online stores as well as in the company's own online store.

Since 2022, **PALOPA**, the new brand from LÄSSIG, offers innovative dog products that optimally meet the needs of the beloved four-legged friends as well as the demands of dog owners. High-quality as well as sustainable – out of love for animals, people and nature.

Further information at: [www.laessig-fashion.de](http://www.laessig-fashion.de) and at [www.palopa-pets.com](http://www.palopa-pets.com)