

REWE GIVES INSECTS A HOME - MAYA THE BEE AS BRAND AMBASSADOR

Munich, 21 May 2021. For over ten years, REWE has been intensively committed to bees and other insects, as well as to the protection of biodiversity in Germany. Since 2019, the retail company has been using "Maya the Bee" and her friends as brand ambassadors in its insect protection campaign. A perfect combination, as "Maya the Bee" also stands for insect protection and sustainability with her "Project Poppy Meadow" initiative.

A highlight of REWE's insect protection campaign this year was the annual World Bee Day on 20 May. In its outlets, the communication tools are clearly visible to achieve the broadest and clearest possible awareness among customers. "Maya the Bee" radiates her smiles from the POS displays and posters, and the world's most famous bee is also prominently featured on REWE's website. TV spots on RTL and VOX round off the campaign.

Together with 530 farmers throughout Germany and parts of Austria, the German Nature and Biodiversity Conservation Union (NABU) and the Rhineland Cultural Landscape Foundation, REWE is successfully implementing biodiversity projects such as nesting aids and flowering areas. Thus, the company operates the largest biodiversity promotion in conventional fruit and vegetable cultivation (in terms of cooperation between retail, nature conservation and farmers).

Like REWE, "Maya the Bee" also cooperates with NABU and acts as a testimonial for its participatory campaign "Insect Summer". At the same time, NABU supports Maya and her friends with its know-how on the website www.diebienemaja-bienenschutz.de.

Studio 100 Media

Studio 100 Media is an international production and distribution company within the children's and family entertainment sector. The company develops and acquires new content, engages in co-production and co-financing activities and is also responsible for the international distribution of its own- and third-party rights. Studio 100 Media's business model is the perfect vertical and horizontal integration of its IP's. In marketing its license rights the company pursues a global strategy within sectors ranging from Content Distribution, Licensing and Home Entertainment through to Theatrical Movies, Stage Shows and Theme Parks. Based in Munich, Germany, the company is a 100 percent subsidiary of Belgian firm Studio 100. www.studio100group.com

REWE

With a turnover of 26.5 billion euros (2020), 161,000 employees nationwide and over 3,700 REWE stores, REWE Markt GmbH is one of the leading companies in German food retailing. The REWE stores are operated as branches or by independent REWE retailers. The cooperative REWE Group is one of the leading trading and travel and tourism groups in Germany and Europe. In 2020, the company achieved a total external turnover of around 75 billion euros. Founded in 1927, REWE Group is present in 22 European countries with its more than 380,000 employees.

Project Poppy Meadow

In 2018, Studio 100 Media launched the Project Poppy Meadow initiative, featuring Maya the Bee as an ambassador for insects, biodiversity conservation, and sustainable engagement with nature. The focus is on showing families the often so simple ways to protect insects. The goal is to encourage as many people as possible to take action through broad publicity. The Poppy Meadow project cooperates in Germany with NABU (Naturschutzbund Deutschland e.V.) and supports its insect protection projects.

In addition to the environmental organization, more and more partners are participating in Project Poppy Meadow by providing a wide range of support, such as Privatmolkerei Bauer, Ravensburger, Blue Ocean Entertainment, Sonnentracht and XOX Gebäck.

More information: www.diebienemaja-bienenschutz.de

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