

## BLUE HAT DAY: Football Fans Lead by Example for a Good Cause

- The initiative launched by SNP in aid of the Hopp Children’s Cancer Center Heidelberg (KiTZ) starts on February 15
- SNP will collect donations for the KiTZ in cooperation with TSG Hoffenheim in their match against VfL Wolfsburg in the Sinsheim PreZero Arena
- Further donations will be collected during the Sunday match of the third league club SV Waldhof Mannheim

**Heidelberg, February 14, 2020** – The Heidelberg-based software company SNP Schneider-Neureither & Partner SE has launched “BLUE HAT DAY.” With this initiative, the company wants to collect donations for the Hopp Children’s Tumor Center Heidelberg (KiTZ) in cooperation with the first league club TSG Hoffenheim at their home match against VfL Wolfsburg. Every fan who wears blue headgear, from caps to wigs, will generate two euros. In order to raise as much money as possible for the work of the Children’s Cancer Center, BLUE HAT DAY will be repeated for the match of SV Waldhof Mannheim against FC Carl Zeiss Jena on February 16. SNP is the sleeve sponsor of TSG Hoffenheim and the co-sponsor of SV Waldhof Mannheim.

In addition to wearing blue for BLUE HAT DAY, football fans can take part in social media campaigns in aid of the Children’s Cancer Center. The TSG players will also support the initiative by entering the stadium together with former patients of the KiTZ and their siblings before kickoff.

“Our social commitment is part of our corporate culture. In addition to sports promotion, social and scientific projects as well as projects in art and culture are also very important to us,” says Dr. Andreas Schneider-Neureither, CEO of SNP. “On BLUE HAT DAY, we now want to do something together with the football fans for children suffering from cancer. The project is particularly important to me, and I am all the more pleased that our partner TSG Hoffenheim is supporting the initiative.”



“When we heard about the idea of BLUE HAT DAY, we were immediately enthusiastic and pleased to be able to support the important work of the KiTZ,” says Dr. Peter Görlich, Managing Director of TSG Hoffenheim. “In implementing the initiative, we are joining forces with SNP – our social responsibility unites us. Together with the fans, we are looking forward to this special day.”

#### **“Extra time” for BLUE HAT DAY at SV Waldhof Mannheim**

On February 16, BLUE HAT DAY is going into extra time: SV Waldhof Mannheim has joined the fundraising campaign to raise even more money for the KiTZ. Fans who buy and wear blue hats will increase the amount raised the day before.

#### **About the KiTZ**

The “Hopp Children’s Cancer Center Heidelberg” (KiTZ) is a joint institution of the German Cancer Research Center (DKFZ), the Heidelberg University Hospital (UKHD) and Heidelberg University (Uni HD). As a therapy and research center for oncologic and hematologic diseases in children and adolescents, the KiTZ is committed to scientifically exploring the biology of childhood cancer and to closely linking promising research approaches with patient care – from diagnosis to treatment and aftercare.

#### **About SNP**

SNP SE helps organizations transform their business models and take advantage of the opportunities arising from digitalization with its own solutions. Its software and services make it easier to implement technical or commercial changes in business applications and allow customers to automate this process.

The unique BLUEFIELD™ approach and the world-leading SNP Business Transformation Platform CrystalBridge have laid the foundations for SNP to set an industry standard for automated business transformations. SNP specializes in automatically analyzing, implementing and tracking changes in IT systems. This approach greatly improves quality while significantly reducing costs, risks and the time required to complete complex transformation projects while observing the highest compliance and security standards.

The SNP Group has around 1,300 employees worldwide. The company is headquartered in Heidelberg, Germany, and generated revenue of around EUR 131 million in the 2018 fiscal year. It serves multinational companies in all industries. SNP was established in 1994, went public in 2000, and has been listed in the Prime Standard segment of the Frankfurt Stock Exchange since



August 2014 (ISIN DE0007203705). Since 2017, the company has been trading as a European company (Societas Europaea/SE).

More information is available at [www.snpgroup.com](http://www.snpgroup.com)

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