

Press release

October, 2019

## “Christmas Eve for All”: teamwork to help others

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**The employees of Messe Frankfurt Argentina spend a special Christmas Eve. Beyond the celebration and the end-of-year gifts, they’ve found a way to rekindle the Christmas spirit by participating in a solidarity project called “Nochebuena para Todos” (“Christmas Eve for All”).**

The initiative, created by the Argentine NGO with the same name, puts together boxes with food and gifts and distributes them among families living in extreme poverty, so everyone can enjoy a Christmas Eve dinner. The boxes go to family groups that reside in some of the country’s poorest regions—areas that, in most cases, cannot cover their inhabitant’s basic needs and are difficult to reach due to lack of adequate infrastructure.

The project starts when the NGO assigns a family to the volunteers and informs in detail the family members’ names, ages, clothing sizes and their particular situation, so that the volunteers can learn in depth about the reality in which the family lives.

That’s when the project begins to take shape. Three weeks before the boxes’ delivery date, the Messe Frankfurt Argentina team begins to collect in the office the necessary items for a great Christmas Eve celebration. In addition to food and drinks, gifts are also prepared for all family members, as well as clothing, ornaments, tablecloths and napkins for the Christmas table. Then the team meets to write a letter in which they convey to the families a message of hope and love, letting them know that they are not alone this Christmas, and that there are many people who care for them.

Finally, the team establishes a day and a time when they finish assembling the box together, decorate it with Christmas motifs and take it to the Costa Salguero Center, the place that functions as a hub to collect all donations that are then distributed.

"An act of union and solidarity"; "A caress to the soul"; "A bridge between two families". This is how some members of Messe Frankfurt Argentina define the experience of participating in “Christmas Eve for All”, an initiative that invites to share a pleasant moment with colleagues while fostering teamwork and fellowship.

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The families who receive these boxes endure not only economic and material hardships, but also lack of recognition and affection. This project is therefore an opportunity to reach out and support, with a humble act of love, people who suffer so much. The goal is not only that families can enjoy the celebration, but also to add our little grain of sand to raising awareness and giving Christmas a different meaning.

**Further information:**

[www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)

**Press information and photographic material:**

<https://ar.messefrankfurt.com/buenosaires/en/journalists/press-welcome.html>

**Links to websites:**

[www.facebook.com/MesseFrankfurtArgentina](https://www.facebook.com/MesseFrankfurtArgentina) |

[www.twitter.com/MesseArgentina](https://www.twitter.com/MesseArgentina) |

[www.instagram.com/messefrankfurtargentina](https://www.instagram.com/messefrankfurtargentina)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com).

**Background information on Messe Frankfurt Argentina**

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Moto Show, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia, Arminera and Electronics Home, among others.

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