

Press release

1st of July 2016



Toni Kroos Stiftung

Toni Kroos Foundation Gala – Pure joy of life!

A splendid setting, enthusiastic guests and an impressive donation result: The gala of the Toni Kroos Foundation surpassed all expectations: As Jessica and Toni Kroos at midnight on 10 June 2017 in the Palladium in Cologne a cheque in favor of the Foundation with the unexpected result From 642,041.11 euros received from the hands of the four founding ambassadors Felix Kroos, Hartmut Engler, Martin Rütter and Patrick Helmes, the gala had its solemn climax. With a golden fireworks, an event ended in front of 450 guests, who could not have run better.

Fireworks already resembled the arrival situation on the red carpet in the Palladium in Cologne. Countless celebrities from sports, politics, business and society confronted the flash-storm of photographers and film crews: actress Veronica Ferres and entrepreneur Carsten Maschmeyer, film star Heiner Lauterbach and his Viktoria, outgoing Member of Parliament Wolfgang Bosbach with family, coach legend Jupp Heynckes, Bayer Manager Rudi Völler and the new Leverkusen coach Heiko Herrlich, FC manager Jörg Schmadtke, football heavyweight Reiner Calmund, the "Cobra 11" stars Tom Beck and Erdogan Atalay, the comedians Oliver Pocher, Matze Knop and Paul Panzer and many, many more - even the list of guests of honor would go beyond any scope. Many friends and patrons of the foundation - absolutely impressive.

In the hall the guests were offered a demanding and highly entertaining program. Kai Pflaume proved to be a moderator who counts not only love for him, but also a good cause. In his highly emotional welcome speech, Toni Kroos talked about his work with the foundation and the many small fates he has positively influenced and will influence in the future with his wife Jessica and her team. As a first highlight Toni Kroos surprised the brave Cinja, whose fate the Foundation has been accompanying for some time, with tickets for a trip to a game of their choice of Real Madrid. The first tears of joy flowed.

The first show act - endowment ambassador Hartmut Engler with PUR - ended with a surprise: After a medley of their greatest hits, crowned with the foundation song "Achtung und Respekt", which was performed live together with a children's choir, the successful band presented one Check for 15,000 euros to the foundation. Acrobatic continued with a performance by Remi Martin, who performed impressive and audacious tricks at the Chinese Pole, a meter-high pole, which took the audience's breath away.

Star comedian Atze Schröder then launched an attack on the laughing muscles of the audience, with a comedic tour of the Ruhr area. Then Klaas Heufer circulation took over the command. The TV entertainer auctioned off the top Tonis jersey from the successful final of the Champions League in Cardiff a week ago. The Cologne entrepreneur and sports patron secured the jersey for 25,000 euros. Other spectacular prizes were subsequently raffled off at the big raffle. As the main prize, an Audi S5 convertible was handed over to a lucky winner for one year.

As a musical finale, Germany's most successful musician, Mark Forster, sang his biggest hits before the official part ended with the check presentation in the golden glittering rain and led to an after-show party that lasted until the wee hours of the morning.

There remain many beautiful memories and unforgettable moments, as Jessica and Toni had previously desired and dreamed of. And thanks to all the friends and sponsors who made this evening possible: Audi with the Board of Management Dietmar Voggenreiter, who pointed out in a stage interview on the serious commitment of the automotive group for the good cause. Tonis supplier adidas, the ETL group of Franz-Josef Wernze and the candy manufacturers from Lambertz with Hermann Bühlbecker, who enriched the evening with culinary delights. Again, an enumeration of any frame would scoff, so: Thank you to all who made this unforgettable evening possible. An evening that will be remembered by anyone who has experienced it. An evening, with the proceeds of which the foundation will be able to give a lot of joy in the coming years to people who urgently need our help.