

Media information

Tuesday, 24 September 2024

Sustainable sponsoring

A strong team for climate protection: Interzero and ALBA BERLIN start the 2024/25 basketball season together

+++ Europe's leading environmental service provider strengthens its commitment to ALBA BERLIN

+++ Interzero sponsors the men's, women's and youth teams for the first time

+++ Protecting the climate and resources together: Mobile phone collection campaign at all home games of the professional teams

Berlin/Cologne. In sport as well as in climate and resource protection: sustainable success can only be achieved with a strong team. With this in mind, circular economy service provider Interzero is taking its partnership with basketball club ALBA BERLIN to the next level.

The long-standing main sponsor and environmental partner of the men's team and supporter of the youth programme is starting the new season as a partner of the women's team for the first time. 'Climate protection is a team sport - and requires a holistic commitment,' says **Dr Axel Schweitzer, Chairman of Interzero and President of ALBA BERLIN**. 'This spirit unites Interzero and the ALBA BERLIN club, which makes an important contribution to society with its successful men's and women's teams at the top and innovative and sustainable sports promotion across the board. We want to support this across the board and make it equally visible among the men, women and ALBA JUGEND.'

'We are delighted to have a long-standing and committed partner at our side in Interzero,' says **Svenja Brunckhorst, 3x3 Olympic basketball champion and women's team manager at ALBA BERLIN** since early September. 'Together, we want to show in the new season that we can continue to score points - both in terms of sport and sustainability.'

For example, the 'Donate a mobile phone, donate to the future' campaign, which Interzero and ALBA BERLIN launched together at the end of 2023, is a great success for the environment and society. Mobile phone collection boxes will also be set up at all men's and women's home games in the 2024/25 season. Fans who take their old mobile phones out of their drawers and donate them are helping to conserve natural resources, protect the climate and support social projects. This is because the mobile phones are professionally recycled by Interzero and re-marketed. The valuable raw materials remain in the cycle - and the proceeds are donated to the youth development programme of ALBA JUGEND.

Out of the drawer, back into the cycle: The mobile phone donation campaign starts at the men's and women's home opener on 28 and 29 September 2024 in Berlin:

- 28 September 2024: ALBA BERLIN - EWE Baskets Oldenburg, at the Uber Arena

- 29 September 2024: ALBA BERLIN - Medical Instinct Veilchen BG 74, in the Sömmeringhalle

The attached photo can be used freely by citing „Interzero” as a source.

Picture caption:

From left to right: Louis Olinde (SF / PF ALBA BERLIN), Leoni Kreyenfeld (SG / SF ALBA BERLIN), Peggy Knafla (Interzero employee), Svenja Brunckhorst (ALBA BERLIN manager for girls' and women's basketball and Olympic gold medallist 3x3), Jonas Matissek (SG / PG ALBA BERLIN), Himar Ojeda (Sporting Director), Elias Rapieque (SF ALBA BERLIN), Aykut Kanbak (Interzero employee)