



Press release

## **Successful duo for three more years: star and THW Kiel extend sponsorship contract**

**In addition to the main sponsorship agreement, the star petrol stations and THW Kiel are also continuing to increase their level of social engagement and development of young talents**

**Elmshorn, 13<sup>th</sup> of May 2019 – “Never change a winning team” – the same goes for star petrol stations and THW Kiel: The petrol station brand will continue to be the main sponsor of the record-holding handball champions for another three years. This means that the remarkable star will be gracing the jerseys of the three times Champions League winners and reigning cup holders until the end of the season 2021/22. As part of this agreement, star will also be extending its promotion of young talents, and increase its level of social engagement in cooperation with THW Kiel.**

The club and the petrol station brand are closely linked since 2011, with star being the main sponsor of the Handball Bundesliga's current second-place team since 2016. “Together, we have gone through the sport's many ups and downs. This experience has helped us forge a strong bond with one another. That is why we are overjoyed that star is continuing to place its trust in THW Kiel, its appeal, and its reach across Europe”, explains Thorsten Storm, manager of THW Kiel. “The star petrol stations are a truly reliable partner, who stands by our side; we wear their large star on our chest with pride.”

### **Many exciting projects apart from professional sports**

The partnership goes far beyond a simple sports sponsorship. “Together, we have launched many exciting projects apart from professional sports”, reflects Waldemar Bogusch, CEO of ORLEN Deutschland GmbH and its petrol station brand star. Between 2016 and 2019, star enabled three talented athletes a scholarship in cooperation with THW Kiel as part of the junior handball project THW-YOUNGstar, in which hundreds of young talents proved their skills every year across Germany. When promoting youth in the future, the company plans to place particular focus on supporting the work THW Kiel does with young talent. “The promotion of promising young handball players is precisely our main focus. In doing so, we



are making an important and long-term contribution to the future of the sport”, says Waldemar Bogusch. Looking to the future, further collaborative measures also include the plan to develop innovative and entertaining formats for the digital sector and social media channels, such as, the “*Kabinen-Schnack – presented by star*”<sup>1</sup>.

### **Goals for children with cancer**

star and THW Kiel are also heavily involved in social projects. For each Handball Bundesliga goal scored by Patrick Wiencek, Germany's handballer of the year, the company will be donating 100 euros to the Universitätsklinikum Schleswig Holstein (UKSH) for the benefit of the paediatric cancer ward. More than 50,000 euros have been raised so far. The donations will be used to support or to regain mobility of the young patients, i.e. medical devices and associated physio programmes in a room furnished with the help of star's donations. “The children at the hospital and in the ward have become very dear to us”, says Waldemar Bogusch, “that is why we're delighted to be keeping this campaign going as part of our main sponsorship agreement next season”.

Click here for the video of the contract extension: <https://www.star.de/engagement/thw-kiel>

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<sup>1</sup> cabin-chat – presented by star



### **star – a strong brand from ORLEN Deutschland GmbH**

star is the petrol station brand of ORLEN Deutschland GmbH, which has been on the German market since 2003 and is operating more than 580 petrol stations. The company, which is based in Elmshorn near Hamburg, is part of the Polish oil and energy group PKN ORLEN S.A., which is the largest enterprise in Central Eastern Europe (CEE), with an annual turnover of EUR 25 billion in 2018.

PKN ORLEN is a leading player on the fuel and energy market and is listed in prestigious global rankings such as Fortune Global 500, Platts TOP250 and Thompson Reuters TOP100.

The Group owns state-of-the-art integrated infrastructure, capable of producing more than 35 million tonnes of various crude oil types per annum and of marketing its products through the CEE-region's largest network of more than 2,800 modern petrol stations. PKN ORLEN's offering includes over 50 top-quality petrochemical and refining products sold in more than 90 countries around the world on 6 continents. 60 percent of the company's revenues are generated outside the country.

For the last few years, ORLEN has been established as the most valuable brand in Poland. PKN ORLEN is also the only company in the region that has been awarded the prestigious title of 'The Most Ethical Company' for the sixth time in a row by the American Ethisphere Institute.

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