



## First press release

Hamburg, December 2017

### The Blüchert family: providing direct and indirect support to people in need across three generations

**Because every person counts – Karin und Walter Blüchert Gedächtnisstiftung, or the Karin and Walter Blüchert Memorial Foundation**, has been providing direct and indirect support to people in need since **early November**.

Over the course of his lifetime, the **publisher and founder Walter Blüchert** met many people who transformed fragments and debris into hope and new life through great dedication and tireless commitment.

Not only did these encounters influence his personal development, they also moved him to give something back to society from his personal wealth.

Starting in the **1960s**, he and **his wife Karin Blüchert** made significant donations to hospitals and retirement homes. They were also determined to improve the lives of homeless people in Hamburg and beyond.

He later established the **charitable foundation VISELLA Stiftung** in Liechtenstein to serve as a parent foundation of other charitable Blüchert foundations and hold them to strict standards. His **daughter Christine Blüchert** is in charge of and manages the philanthropic legacy of her father on the board of VISELLA Stiftung.

In light of his extremely **personal ties to Hamburg**, the founder always intended to establish another foundation in Hamburg to provide **direct and indirect aid to people** whilst also being able to provide support across regional borders.

And so, Karin und Walter Blüchert Gedächtnisstiftung was established in November 2016. His **granddaughter Magdalena Blüchert** chairs the board of management and will work passionately to realise and uphold the will of her deceased grandfather.

This means that the foundation focuses on people in need of a helping hand due to their **physical, mental or financial circumstances**. Additionally, Karin und Walter Blüchert Gedächtnisstiftung provides financial assistance to **people with cancer and other chronic illnesses**.

Some of the first institutions in Hamburg to receive aid were the foundation **phöniks Stiftung** and the **child bereavement centre Zentrum für Kinder und Jugendliche in Trauer e.V.**, and the first interregional institution to receive support was the **Right Livelihood Award Foundation (The Alternative Nobelprice)**.



On **11 December 2017**, as the official sponsor of the long-standing event **Hamburger des Jahres 2017, Karin und Walter Blüchert Gedächtnisstiftung** presents the award for the **Fairness and Courage** category – something of great importance to Karin und Walter Blüchert Gedächtnisstiftung as these **values drove and motivated** Walter Blüchert during his life and shaped his legacy as a founder.

For more information, funding guidelines and forms, please visit  
**[www.kwb-stiftung.de](http://www.kwb-stiftung.de)**

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