

FEIG is the main sponsor of the Giessen company run

FEIG ELECTRONIC is the main sponsor of the Giessen company run from 2023-2025. Organized and carried out by "Startschuss für's Leben e.V.", the run with over 2,000 participants is an important regional sporting event. For FEIG an optimal platform to increase awareness, especially with regard to the communication of FEIG as an employer brand.



FEIG started with 37 participants - either 5 km running or 4.2 km walking.

(Photos: FEIG)

The Giessen company run has existed for 10 years and FEIG is the main sponsor for the first time. The profit from the run benefits the projects of Startschuss fürs Leben e.V. - projects of holistic youth sports promotion.



On site, FEIG presented itself with a target arch that stood out perfectly from the initially grey sky. In addition, the core message of the employer branding, "Experience development", could be read on numerous banners in the target area.

At the FEIG pavilion, sporting give-aways were distributed in the form of drinking bottles, muesli bars and tube cloths, and the non-running

crew on site provided a lot of information about the products and markets, as well as career opportunities at FEIG.

With a total of 37 starters, FEIG started at 6 p.m. on the 5 km long run and 4.2 km long walking route.

With 16:18 minutes, Simon Neugebauer was FEIG's fastest runner, just over a minute behind the winner.

Finally, all wearers of the FEIG jersey reached the finish line and were then able to do the event together

let it fade away - in addition to

the sporting ambitions, the fun of running and team building are top priorities.



With a good feeling and anticipation for next year, the evening ended when it got dark - after the record result from this year, the organizer is aiming for 3,000 participants in 2024.