

## **ORLEN Deutschland becomes new premium partner of the Glücksliga Ballsport e.V.**

**Elmshorn, September 23<sup>rd</sup>, 2024 – ORLEN Deutschland and Glücksliga Ballsport e.V. have entered into a multi-year partnership at the start of the 2024/2025 handball season. The aim of the collaboration is to encourage children and young people with special needs to play handball. The partnership kicked off with the Glücksliga Cup last Saturday.**

Founded in 2021, the Glücksliga Deutschland is an initiative that aims to give children and young people with developmental disabilities the opportunity to play handball. ORLEN Deutschland has been closely associated with handball for over ten years and is involved in many different ways. With the two petrol station brands ORLEN and star, the Elmshorn-based company has been the main and jersey sponsor of record-breaking champion THW Kiel since 2016. The collaboration with the Glücksliga is a meaningful addition to ORLEN's commitment to handball.

„It was great to see how much fun the children had playing handball and how happy they were. It is important to ORLEN Deutschland that we are not only involved in professional sport, but also in the social sector. The Glücksliga Cup was a perfect starting point for our co-operation“, says Christina Puchert, Director Marketing ORLEN Deutschland GmbH.

„We have been working hard over the past two years at a rapid pace to bring children and young people into our favourite sport via the Glücksliga. In order to continue along this path, we need support from the business community. We believe that the collaboration with ORLEN Deutschland is a win-win situation for all sides and that happiness is simply multiplied“, says Glücksliga Managing Director Andreas Stolle.

The partnership was kicked off at the Glücksliga Cup last Saturday (21 September) in Bielefeld. More than 250 children and young people took part in 20 teams from all over Germany, played handball together.

In addition to the Glücksliga Cup, further activities are planned as part of the collaboration between ORLEN and Glücksliga Ballsport e.V., such as team events and the development of a concept for further training for coaches.



Images: The kids had lots of fun during the Glücksliga Cup 2024.  
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High-res pictures for your coverage can be found in our [Newsroom](#).

#### **ORLEN and star – the petrol stations of ORLEN Deutschland GmbH**

ORLEN Deutschland GmbH, based in Elmshorn, was founded in 2003. It is a wholly-owned subsidiary of the Polish multi-energy group ORLEN S.A. and part of the international ORLEN Group. The company currently operates over 600 ORLEN and star petrol stations in the German market with sales of EUR 4.2 billion in 2023, making it one of the ten largest petrol-station operators in Germany.

ORLEN Deutschland is increasingly investing in a sustainable infrastructure in order to actively shape the future of mobility and is continuously expanding its electromobility offering. Under the claim “Moving forward together”, the two brands ORLEN and star combine quality fuels, excellent service, their own shop products at an attractive price-performance ratio and an atmosphere of well-being.

For more information, please visit our websites [www.orlen-deutschland.de](http://www.orlen-deutschland.de) and [www.star.de](http://www.star.de)

For information about the Glückliga e.V. see [www.gluecksliga.com](http://www.gluecksliga.com)

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