

Press release

Basel, 17 December 2020

## Promotion of diversity and integration

### Rhystadt is the main sponsor of the Bären Kleinbasel basketball club

**With its name affix “Diversity for Klybeck”, Rhystadt underlines its commitment to social and cultural diversity and integration during the development of the Klybeck site. The company is delighted to now be the main sponsor of the Bären Kleinbasel basketball club, an important institution in Kleinbasel that already facilitates diversity and integration.**

A colourful mix of living spaces where people feel at home and enjoy living and working: this is what Rhystadt wants to make possible in future on the Klybeck site. And it wants to get to work right away. “With children, young people and adults from around 146 nationalities who currently actively participate within the club, the ‘bears’ represent diversity in action, something that we are proud to support and promote”, explains Anita Fetz, delegate of the Board of Directors of Rhystadt AG.

BC Bären Kleinbasel is now the biggest basketball club in Northwestern Switzerland and in 2021 will be able to look back on a club history spanning 20 years. The club was founded by the *Gesellschaft zum Bären*, an association that is firmly rooted and valued in Kleinbasel. It promotes and supports projects that serve to ensure the peaceful coexistence of the different population groups in Basel. “There could be no better partner than BC Bären Kleinbasel when it comes to living up to the motto of Rhystadt AG, namely ‘Diversity for Klybeck’”. After all, the integration of diversity was the motivation between the emergence and foundation of BC Bären Kleinbasel. We are delighted that the “bears” have gained a new club sponsor in the form of Rhystadt AG”, says Pascal Kaufmann, President of the Bären Kleinbasel basketball club, when commenting on the cooperation.

The sponsorship commitment was agreed on 1 December 2020 and will initially last two years. Thanks to Rhystadt AG, all of the club’s teams will receive, among other things, new anniversary jerseys in time to mark its 20<sup>th</sup> birthday next year.

#### Contact

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#### About Central Real Estate and Rhystadt

Central Real Estate invests in visionary and sustainable development projects in inner-city areas in Swiss economic centres. Central Real Estate Holding AG was founded by Swiss pension funds, investment foundations and insurance providers in May 2019. The development site in the Klybeck quarter in Basel acquired by its subsidiary Rhystadt AG is the Group’s first project.

#### Rhystadt AG

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**Caption:**

For diversity and integration for young and old alike: BC Bären Kleinbasel and Rhystadt AG.

From left to right in the picture: Emilian Dürr (BC Bären Kleinbasel "teddy"), Dieter Kräuchi (member of the Board of Directors of Rhystadt AG), Niels Matter (NLB team coach and player), Divyaa Varatharas (U-13 player), Pascal Kaufmann (President of BC Bären Kleinbasel), Anita Fetz (member of the Board of Directors of Rhystadt AG)

Photograph: Markus Schneeberger