

PRESS RELEASE

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- **Agency IHOFMANN provides support as an ambassador of ideas to the new education initiative Kiron**
- **7 months after its foundation Kiron enables already 1.250 refugees to study**

IHOFMANN, the owner-managed internationally operating communication agency for PR with premises in Wiesbaden, Germany, has recently joined the competence pool of 2015 founded start-up Kiron and helps the company to further increase its level of awareness. Interconnected in the world of smart technologies and textile structures the agency is a recognized expert for public relations, content marketing and conference management.

Dr. Isa Hofmann M. A., managing director IHOFMANN: „I became aware of the initiative Kiron when reading an article in the German newspaper „Die Zeit“ and knew immediately, I would like to make a contribution with my network and opportunities. Increased digital networking will introduce a paradigm shift in the entire educational sector and most probably lead to new flexible structures tailored to the needs of different learning groups. There are quite a number of digital platforms and e-learning portals geared to acquire specialized skills or to study specific topics. They do not constitute however a replacement of a recognized study. Worldwide more than 60 million people are on the run, more than half of those refugees are young people under the age of 18. If we provide those young people with a better access to education, we enhance their quality of life and allow them to integrate meaningful in their guest country. Education is an essential step to gain sustainable integration.“

Sophie Marquitan, Head of Business Development, Kiron comments the new partnership with IHOFMANN: „Kiron regards itself as a platform, that pools existing resources to obtain ambitious objectives.“

Only seven months after foundation we were able to make this educational offer accessible to the first 1.250 students – this could only be achieved thanks to the commitment of strong partners and supporters, as well as committed volunteers and experts. This network is vital for Kiron’s success, we are therefore all the more delighted to have sealed this partnership with IHOFMANN. IHOFMANN is providing support to Kiron not only with its expertise in public relations, but also as an ambassador with its multifarious network and multiple contacts within the business community, to join forces and commonly work on making Kiron’s educational offer accessible for more and more people.”

About IHOFMANN:

IHOFMANN is an owner-managed communication agency for PR, content marketing and conference management with an international network team of experts who are innovation driven, and skilled in going on with a cosmopolitan and interdisciplinary spirit. The agency has a special focus on technical textiles and hightech solutions applied in various industries like protective and active sports garments, fashion and lifestyle, medical, architecture, hospitality, living, automotive, aviation, energy and others. Since 2004 the agency is successfully operating in those markets and provides support to sme’s and globally operating companies and associations in all matters of communication. The agency masters as well the complete set of methods and tools for the classical PR as the efficient use of the new digital channels of web 2.0.

About Kiron:

Kiron Open Higher Education is a non-profit organization with the mission to make higher education accessible for refugees. Through an innovative model of blended learning, Kiron paves the way for refugees to start Massive Open Online Courses free of charge despite the lack of a residence status or German language skills. All of this is done with the careful supervision of partner universities as well as experts in education and established educational institutions. The online courses help refugees prepare for offline study at partner universities, who also award credit points towards a Bachelor degree.

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