



## New Elfriede and Heinz Bruder Square in Fürth

A newly designed area gets a new name. By renaming the square in front of the municipal theater, the city of Fürth is honoring BRUDER Spielwaren seniors Elfriede and Heinz Bruder. At the unveiling of the street sign, Mayor Dr. Thomas Jung paid tribute to the special commitment of the entrepreneurial couple to social, cultural and urban life in their hometown and counted the couple among the outstanding entrepreneurial personalities of post-war history in the region. Only a few people in Fürth have ever had the opportunity to experience such an honor during their lifetime. These include former U.S. Secretary of State Henry Kissinger and UVEX entrepreneur Rainer Winter.



Image: City of Fürth, Birgit Gassner