



## Press release

### **FUN FACTORY & DSW Partner for Menstrual Health Charity Campaign** **The German toy company and charity gave 50 FUN CUPS to girls and young women in Kenya**

**Bremen, March 8, 2018** – German heritage brand FUN FACTORY has partnered with Deutsche Stiftung Weltbevölkerung (“German Foundation for World Population,” more commonly abbreviated as DSW) to bring FUN CUP menstrual cups to young women and girls in Kenya, where limited access to sanitary products can have financial, educational, and social repercussions, like having to miss school or work. The reusable FUN CUP provides a body-safe alternative to disposable menstrual products and allows these young women to go about their lives during their periods without the stress of an additional cost. They can live their daily routine without having to compromise.

The pilot project gave FUN CUP to 50 young women. Representatives from DSW held info sessions with participants where they answered questions and dispelled common misconceptions about cups. The young women can always contact the representatives during the project. They also started a WhatsApp group where participants could share their own experiences, challenges, and solutions. The young women called their group “Niko Free” because “niko” means “I am/ to be independent” in Swahili and the FUN CUP represents a new kind of freedom.

After a few months, the feedback from the participants is incredibly positive! They report feeling more confident and comfortable about their periods overall. Four have started savings with the money they’re no longer spending on menstrual products. One plans to use her savings on a project to generate income for girls in her community.



“For the first time in my life, I didn’t have to worry about not having money for pads,” said one participant. “Just because of Niko Free project, I am sorted for the next ten years. This is every girl's dream. More of them would wish for it to come true.”

“We’re so excited to be involved in the important work DSW is doing,” said Kristy Stahlberg, FUN FACTORY’s Head of Corporate Communications. “This is just the first step in an ongoing project.”

To learn more about the FUN CUP, visit [www.FunFactory.com](http://www.FunFactory.com).

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FUN FACTORY is an innovator in the adult toy industry, combining German engineering with a sense of joyful experimentation to create pleasure products that are both superior and unique in design. Since 1996, our factory in Bremen, Germany has employed eco-friendly methods and fair labor practices in producing our bestselling FUN FACTORY toys.

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