

## **Frankfurt Galaxy joins cosnova's initiative against violence against women**

**Sulzbach, Germany, 22 July 2025** – The cosmetics company cosnova has gained a powerful new partner for its “cosnova says NO” campaign in the form of American football team Frankfurt Galaxy. The family-run business from Sulzbach i.T., which is one of the world's leading beauty players, has been campaigning for a society where women can live without fear since 2023. Frankfurt Galaxy will now support the umbrella initiative “cosnova says NO” with its own and joint campaigns. cosnova and Frankfurt Galaxy plan to use their reach, local presence and fan base to strengthen the fight against violence, send a clear message and raise awareness for the cause.

“We are really excited about partnering with Frankfurt Galaxy to combat violence against women,” says Astrid Haury, Senior Manager Corporate Responsibility at cosnova. “As a sports team and a family-run company, both Frankfurt Galaxy and cosnova are firmly rooted in the Rhine-Main region, and we want to work together to create a safe environment for everyone.”

Eric Reutemann, Managing Director of Frankfurt Galaxy, adds: “The fight against violence towards women needs male allies who take a clear stand. We are using our platform in a male-dominated team sport to set an example of respectful relationships and encourage others to follow suit. With our involvement in “cosnova says NO”, we aim to encourage our fans to protect women in dangerous situations, reflect on their own actions, and address problematic behavior within their social circles.”

### **A special season finale: 360 minutes of team spirit for social change**

To kick-off the collaboration, the Frankfurt Galaxy players will wear orange “Color Rush” jerseys at the PSD Bank Arena in Frankfurt on 17 August for the season finale against the Madrid Bravos. The campaign color orange is a reference to the UN campaign “Orange the World”, which has been raising awareness about violence against women and girls since 1991. After the game, the campaign jerseys will be auctioned off and the proceeds will be donated to the “FeM Mädchenhaus Frankfurt”, a refuge for girls and young women.

In addition, there will be several campaign-related activities accompanying the game program starting at 10 a.m. The Powerparty in front of the stadium and the other activities will educate visitors on violence against women and encourage them to support the fight against this social problem.

Special guest Sarah Bora, the presenter of Power of Love and a musician, will sing the national anthem on match day. A survivor of domestic violence herself, Sarah Bora is the initiator of the #dienächste network, which campaigns against intimate partner violence. She has been actively supporting the “cosnova says NO” initiative for two years.

The collaborative efforts surrounding Game Day will extend to the social media channels of Frankfurt Galaxy, cosnova, and its two brands, *essence* and *Catrice*.

“American football thrives on team spirit. As players, we stand up for each other, support each other, and fight fairly for our shared goals. We apply these principles to our efforts to promote a society free from violence against women,” says Anthony Williams, linebacker for Frankfurt Galaxy. “As players, we want to lead by example and demonstrate our active support for women's right to live without fear.”

### **About “cosnova says NO”**

The alarming figures speak for themselves. In Germany, a man kills his (ex-)partner every two days, and a woman experiences violence at the hands of her partner every four minutes (BKA Bundeslagebild 2023). Since 2023, the initiative “cosnova says NO”, which was launched by the cosmetics company cosnova, has been sending a clear message against violence against women and has donated a total of 220,000 euros to date. 200,000 euros went to the women's shelter fund of Frauenhauskoordinierung e.V., which helps women in need. An additional 20,000 euros went to prevention projects run by the Union of German Zonta Clubs. An additional 150,000 euros will be donated this year. In collaboration with the social research institute forsa, cosnova published the “Un\_Safe Spaces Report” in 2025, examining the experiences of violence among young women (aged 18-35) in public spaces, on social media, and in relationships.

### **About cosnova Beauty**

cosnova Beauty has its headquarters in Germany and distributes its decorative cosmetics brands *essence* and *Catrice* in around 90 countries worldwide. In 2024, the family-owned business achieved net sales of 954 million euros. cosnova is the 6th largest company for “Decorative Cosmetics” in the world and the 2nd largest by unit sales.

Besides its beauty business, the cosnova Group also invests in a variety of companies and assets, some to utilize synergies in the beauty segment and others as stand-alone investments. cosnova has grown substantially since it was founded more than 20 years ago. Around 900 employees at various locations around the world are committed to the company's success story.

### **About Frankfurt Galaxy**

Frankfurt Galaxy is one of the most famous names in American football in Europe. The Frankfurt-based American football team was a founding member of the World League of American Football (WLAF) in 1991, and competed in NFL Europe, the European branch of the US-based National Football League (NFL). It was considered one of the most successful teams in Europe before NFL Europe was disbanded after the 2007 season. Frankfurt Galaxy now plays in the new European League of Football (ELF), which kicked-off its first season in 2021 with eight teams, crowning Frankfurt Galaxy as its first champion.

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