

Sami Khedira becomes an ambassador for “Turbo for Talents”

20/02/2018 The youth development programme run by Porsche AG now has a prominent advocate: German national football player and world champion Sami Khedira has been named as the new ambassador of “Turbo for Talents”.

The Stuttgart native has already been involved in encouraging young talent for a number of years. In 2016, he received the Order of Merit of Baden-Württemberg for his work with disadvantaged and sick children and young people through the Sami Khedira Foundation. During his first appearance representing the partnership, Khedira met some young athletes from the partner associations at the “Talent showcase” run at the ice rink belonging to the SC Bietigheim-Bissingen Steelers youth team. He also completed the Porsche Mobile Coaching programme to establish benchmarks for the young talents.

“We are delighted that we have been able to partner with Sami Khedira for our youth development programme”, says Lutz Meschke, Deputy Chairman of the Executive Board and Member of the Executive Board for Finance and IT at Porsche AG. “He grew up in the region, and it was also here that

he developed from a talented young footballer into a national player with a remarkable personality. In addition, his commitment also demonstrates that supporting young people both in sport and socially is just as important to him as it is to Porsche."

As an ambassador for "Turbo for Talents", the 30-year-old will attend events such as the "Porsche Nacht der Talente" (Porsche Night of Talent) being held in May in Stuttgart. He also provides personal interviews and training tips for various sports on the website www.turbofürtalente.de.

Khedira became World Champion in 2014

Following his development in the VfB Stuttgart academy, Khedira went on to win the Bundesliga with VfB in 2007. He was captain of the U21 European Champions in 2009, and helped Germany become World Champions in 2014. He has celebrated victories with Real Madrid in La Liga and the Champions League, and two Italian championship titles with his current club Juventus so far. Khedira remains closely connected to his hometown of Stuttgart. "I had a great childhood but I know that in my hometown there are children and young people who do not have the same opportunities and the same luck that I did", says Khedira. "This is why I think that the way Porsche promotes young talent and offers opportunities to children and young people for personal development through sport is so good and also important."

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