



LR GLOBAL KIDS FUND
initiated by LR Health & Beauty

Generous gift: LR Global Kids Fund donates 200,000 euros at the 28th RTL Donation Marathon

Ahlen, 17th November 2023 - Today, the LR Global Kids Fund e.V. (LRGKF) made an important television appearance on RTL. The Ahlen-based organisation was a guest at the 28th RTL Donation Marathon of the "Stiftung RTL - Wir helfen Kindern e.V." foundation. During the studio appearance, Kirsten Ueckmann, Chairwoman of LRGKF, handed over a generous donation cheque for 200,000 euros to RTL charity boss Wolfram Kons.

"This is the eighth time the LRGKF has taken part this year, but the TV event is still always something special for us, especially the cheque handover! I would also like to thank the 'Stiftung RTL - Wir helfen Kindern e.V.' foundation for the great organisation, which worked smoothly as always," sums up Ueckmann.

The joint partnership between the LRGKF and the "Stiftung RTL - Wir helfen Kindern e.V." foundation provides long-term support for disadvantaged children and young people. They are given access to healthy meals, a wide range of educational opportunities and effective personal development programmes that pave the way for a promising future. The annual RTL Donation Marathon marks the highlight of this joint commitment. The generous donation of 200,000 euros, presented to the foundation by the LRGKF, will benefit the RTL-Kinderhaus Lunch Club Ahlen. During the handover of the donation, the short film shows the Lunch Club's newly designed garden, which was created according to the children's wishes. Today, the children use and enjoy the garden for playing and "eating". The footage was shot at the beginning of August - on the occasion of the opening of the new garden at the RTL children's centre.

"Like every charitable organisation, we also rely on the generosity of our supporters. We certainly don't take their loyalty for granted and are proud of our joint commitment," emphasises Ueckmann.

About the RTL Donation Marathon:

A true gem of German television history, for the 28th time, Wolfram Kons will launch the live RTL Donation Marathon on 16th November 2023 at 6:00 pm. Being the longest charity broadcast on German television, the environmentally friendly green-production is once again implemented, serving as the most important fundraising event for "RTL – Wir helfen Kindern" (RTL - We Help Children). For a period of 24 hours, RTL reorganises its programming to allow for collecting funds for children in need. Live broadcasts are aired from the donation studio every hour. Wolfram Kons appeals to viewers for assistance, greets celebrities manning the donation phones in the Vodafone call centre, and conducts interviews with godparents about their emotional encounters during visits to aid projects.

About the LR Global Kids Fund e.V.:

The LR Global Kids Fund e.V. was founded by LR Health & Beauty in 2009. The organisation is grounded on the joint dedication of the enterprise, its workforce, sales partners, customers and vendors, to endorse schemes in countries where LR operates. LR underwrites the administrative expenses of the association with its corporate contribution. Consequently, all contributions are channeled directly to the local projects. The aim is to assist deprived children and teenagers in all LR markets. Backed projects are in the areas of education and healthcare, all geared towards enhancing children's quality of life. Additional details about the diverse aid schemes and donation opportunities can be located on the association's website at lrgkf.com. The association has partnered with the 'Stiftung RTL - Wir helfen Kindern e.V.' since 2016.

Image Material:



A great day for the LR Global Kids Fund e.V.: CEO Kirsten Ueckmann handed over a donation cheque for 200,000 euros to Wolfram Kons, presenter of the RTL Donation Marathon and chairman of the foundation "Stiftung RTL - Wir helfen Kindern e.V."

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