



LR GLOBAL KIDS FUND
initiated by LR Health & Beauty

Press release

Design reflects the magic of Christmas

Ahlen Lunch Club kids provide inspiration for the motif of the sixth LR donation cup

Ahlen, 31 October 2022 – “What makes Christmas magical for you?” – this was the question the youths at this year’s Lunch Club Kids creativity campaign explored together with LR volunteers. The aim of the convivial afternoon of painting and drawing was to find a motif for LR Health & Beauty’s next Christmas cup, the proceeds of which will be donated to the children’s charity LR Global Kids Fund.

As always, the design was already created at the beginning of the year. Some of the young artists have already taken part in the design of this charity product for a number of years. This time, they were encouraged to let their imagination run wild with plenty of pencils, paintbrushes and watercolours. Since several children drew a picture of Father Christmas on his sledge being pulled along by his reindeer, they quickly agreed on a motif. The stars and pink clouds are also inspired by the children’s drawings. “It was lovely to see how much fun everyone had at the event and how creative they all were. Delivering the basic idea for something that is then actually produced is a very special experience for these youngsters,” enthuses Helga Dittrich from the Lunch Club, who supervised the afternoon as an art therapist.

The limited special edition of the Villeroy & Boch cup will be sold at the start of the LR Christmas business period from 01 November (shop.LRworld.com) and is always a hugely popular item. In previous years, it often sold out well before Christmas. For every Christmas cup sold, 10 euros go directly to the LR Global Kids Fund – money that is entirely invested in children in need.

About LR Global Kids Fund e.V.

LR Global Kids Fund e.V., founded in 2009 by LR Health & Beauty, supports projects in education and health, all with the same aim in mind: „More quality for your life.“ Please visit lrgkf.com for more information on the organisation's various help projects and donation possibilities.

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