



LR GLOBAL KIDS FUND
initiated by LR Health & Beauty

Press release

LR Global Kids Fund e.V. (LRGKF) marks its 14th anniversary and unveils remarkable 2022 achievements

Ahlen, 18 November 2022 – “Lights! Camera! Action!” Today, the LR Global Kids Fund e. V. (LRGKF) celebrated its big annual TV appearance: the Ahlen-based charity was a guest at the 27th RTL telethon for “Stiftung RTL – Wir helfen Kindern e.V.”. During her appearance on the RTL studio stage, Kirsten Ueckmann, chairwoman of the LRGKF, handed a donation cheque totalling 200,000 euros to Wolfram Kons, who heads the RTL charity.

“Even though the LRGKF already took part for the seventh time this year, presenting the cheque was a really special moment for me. I would also like to thank the charity “Stiftung RTL – Wir helfen Kindern e. V.” for organising the event so well,” adds Ueckmann.

The LRGKF and the charitable foundation “Stiftung RTL – Wir helfen Kindern e. V.” support disadvantaged children and young people through their long-term and sustainable cooperation. The youngsters are provided with healthy meals, a variety of educational offers and effective personal development opportunities, thereby paving their way towards a promising future. The annual RTL telethon is always the biggest donation event for the joint projects of the two charities. The EUR 200,000 donated to the foundation by the LRGKF will benefit the RTL Kinderhaus Lunch Club Ahlen.

A short clip that was broadcast during Kirsten Ueckmann’s appearance showed how diverse and life-enriching the work of the Lunch Club is. The recordings were made at the beginning of September – when Wolfram Kons was there to inaugurate the new premises.

For the LRGKF, taking part in the RTL telethon is something of a tradition. “Nevertheless, a commitment of this magnitude cannot be taken for granted. Because – like any other non-profit organisation – we, too, depend on our supporters’ readiness to donate,” Ueckmann points out.

About the RTL telethon

A genuine piece of television history: on 17 November 2022 at 06.00 pm, Wolfram Kons kicked off the 27th edition of the live RTL telethon. The longest-running charity show on German TV was once again hosted as environmentally friendly “Green Production” and is the most important fundraising event for “RTL – Wir helfen Kindern”. For 24 hours, RTL changed its regular TV programme and collected donations for children in need. Every hour, a live update was broadcast from the donations studio: Wolfram Kons called on viewers to help, welcomed celebrities on the donation phones at the Vodafone call centre and asked the sponsors about their moving experiences during their visits to the aid projects.



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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.

For media inquiries, contact:

LR Global Kids Fund e.V.
Almut Kellermeyer
Kruppstraße 55
59227 Ahlen, Germany
Phone: +49 2382 7060-106
email: A.Kellermeyer@lrworld.com