



LR GLOBAL KIDS FUND
initiated by LR Health & Beauty

Young Artists Shine Bright:

Ahlener Lunch Club Kids Design LR Christmas Mug for a Good Cause

Ahlen, 31 October 2023 - The holiday season has here, usually regarded as the most delightful time of the year. It is a period that brings people together by reminding us of the joy of giving, whether via tiny gestures or large acts of compassion. What if these presents had a larger meaning? The LR Christmas collection includes a new charity mug that does just that. It not only makes the receiver happy, but it also helps underprivileged children through the LR Global Kids Fund's philanthropic efforts. For the eighth year in a row, the design of this mug was created in collaboration with young artists from RTL-Kinderhaus Lunch Club Ahlen and committed LR volunteers.

Cookies are an essential component of any Christmas celebration

Sweet treats, especially cookies, are necessary throughout the holiday season, according to the young painters at the Lunch Club. According to history, the Christmas cookie custom extends back centuries to a period when monks gladly shared tasty cookies with the less fortunate out of compassion. Even after generations, baked cookies remain a symbol of love and caring, values that connect with the key ideals of the LR Global Kids Fund, a children's charity.

The process of designing the charity mug was as quick as it was creative. Inspired by the olfactory heritage of gingerbread, the Lunch Club's young artists used felt-tip pens to bring to life a gingerbread woman and an appealing gingerbread guy. The end product is a lovely representation of these delectable gingerbread characters, topped with pine foliage and red berry branches to capture the festive atmosphere - a result worth celebrating.

Each purchase benefits underprivileged children

The 11th limited special edition of the popular Villeroy & Boch mug will be available exclusively through LR's Christmas collection at shop.lrworld.com beginning November 1st, 2023. The company will donate the 7 euros per cup sold directly to the LR Global Kids Fund. With the purchase of LR donation products - like this Christmas mug - sales partners, customers and employees directly support disadvantaged children.



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For a good cause: The sale of this Christmas mug supports the projects of the LR Global Kids Fund e.V.. For each piece, 7 euros go directly to the children's charity. This year, too, the children of the Lunch Club Ahlen provided the idea for the motif of the cup.

About the LR Global Kids Fund e.V.

The LR Global Kids Fund (LRGKF), established in 2009, is a tribute to the LR Group's ongoing dedication to its workers, distributors, and consumers. The fund, which operates in 20 countries worldwide, supports around 20 well-established initiatives and institutions by delivering targeted assistance quickly and efficiently in collaboration with local groups. The children's charity provides a variety of services, including targeted instruction, hospitality, and language assistance. Visit the association's website at lrgkf.com for more information on the numerous philanthropic programs and contribution options.

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