



LR GLOBAL KIDS FUND
initiated by LR Health & Beauty

RTL Donation Marathon Shines Spotlight on LR Global Kids Fund and Lunch Club

Ahlen 13th November 2023 - It's that time again on Friday, 17th November 2023 when LR Global Kids Fund e.V. (LRGKF) steals the show at the annual RTL Donation Marathon. TV presenter Wolfram Kons will welcome this Ahlen-based children's charity to the studio for the eighth time. The longest charity broadcast on German television will offer viewers a glimpse into the remarkable work of LRGKF and Lunch Club Ahlen. The donation check presentation will take place once again on the final day of the RTL Donation Marathon

- Friday, 17th November 2023 - between 10:00 and 10:30 on RTL.

Kirsten Ueckmann will again present the donation check. The Chairwoman of LRGKF is eagerly anticipating the event, as participating in the RTL Donation Marathon and supporting the charity is a matter close to her heart. "I am delighted that this year, female sales partners who are actively supporting the charity will join me. Although I may feel nervous on stage, it is always a fantastic experience."

The live broadcast will feature footage of the RTL Kinderhaus Lunch Club in Ahlen, with the newly designed garden on Wichernstrasse being the highlight of the show, briefly airing on television screens across Germany. Having a garden for playing and consuming was a long-desired wish for the children. Therefore, the "Utility Garden" project was born. The outcomes are remarkable! Alongside excellent play equipment and a barefoot path, the children can also collect fruit from trees and bushes, as well as harvest vegetables from the raised bed in their garden. The filming for this video was conducted in August, and Kirsten Ueckmann and Achim Tirocke attended the garden's inauguration and observed the children's excitement up close.

"I am delighted to announce that we are once again able to donate a substantial amount this year to 'Stiftung RTL – Wir helfen Kindern e.V.' This achievement has been made possible entirely through donations. I would like to extend my sincere gratitude to all our charity supporters, especially to the LR sales partners, LR employees, and LR Health & Beauty. All of the funds raised will go towards benefiting the Lunch Club.

LR Global Kids Fund e.V. has been a long-standing advocate of the Lunch Club since its establishment." In 2016, Ahlen children's charity partnered with 'Stiftung RTL – Wir helfen Kindern e.V.' to enhance their mission. The collaboration led to the introduction of the Lunch Club as an RTL Kinderhaus during the summer of 2018, with an extension of opening hours from three to five days per week.

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 significant television appearance for LR Global Kids Fund e.V. and the Ahlen Lunch Club will take place on 18th November when Kirsten Ueckmann, Chairwoman of LRGKF, presents a generous donation check to Wolfram Kons as part of the RTL Donation Marathon. The left-hand image depicts Kirsten Ueckmann with Viktoria Neddermann and the children from the Lunch Club at the garden opening in mid-August, and the right-hand image shows the Lunch Club children enjoying the new garden.

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