



LR GLOBAL KIDS FUND
initiated by LR Health & Beauty

Presse Release

Give in style and do good: The LR Christmas Cup 2024

Ahlen, 31 October 2024 - Everything is new this year! For a good cause, the LR Global Kids Fund e.V. is adopting a chic new strategy with its annual Christmas mug. Designed by Villeroy & Boch of the NewMoon series, the sophisticated mug has a classic yet contemporary look.

This year's design invites you to dream: the mug is adorned with soft indigo watercolours depicting a mystical winter paradise where a majestic stag proudly makes his way. The design's timeless charm comes from its understated elegance, making it ideal for warm winter days. This mug is perfect for sipping hot tea or coffee on the sofa as winter sets in.

The limited edition Villeroy & Boch mug will be available at shop.lrworld.com from LR's Christmas shop on 1 November. The LR Global Kids Fund e.V. (LRGKF), which helps underprivileged children and gives them a new perspective, will receive seven euros for every mug sold. As well as doing good deeds, treat yourself or your loved ones.

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. Backed projects are in the areas of education and healthcare, all geared towards enhancing children's quality of life. On the website at lrgkf.com you will find further information on the various aid projects and donation options.



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New donation cup 2024

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