

Press Release

30th RTL Spendenmarathon – LR Global Kids Fund donates to Ahlen Lunch Club

Ahlen, 17. November 2025 – On Friday, 21 November 2025, the big moment arrives: the LR Global Kids Fund e.V. (LRGKF) will be welcomed to the studio by TV host Wolfram Kons for this year's RTL Spendenmarathon. For the ninth time, the Ahlen-based children's charity will feature in Germany's longest charity broadcast. As always, the donation cheque handover will take place on the final day of the RTL Spendenmarathon:

Friday, 21 November 2025, 11:00 a.m. on RTL.

The donation cheque will be presented for the first time by Thomas Heursen, a founding member of the LR Global Kids Fund e.V. and Global Sales Director at LR Health & Beauty Systems GmbH. He can hardly wait: "I'm thrilled to join the RTL Spendenmarathon for the first time this year, accompanied by three sales partners who are passionate about the association and are committed to supporting it as sponsoring members. Despite the nerves, it's bound to be an unforgettable experience."

During his live appearance, footage from the RTL Children's Home Lunch Club in Ahlen will be screened. Viewers will see the children energetically harvesting potatoes from the raised beds on Wichernstrasse. There will also be clips of the potato-peeling action, where vast quantities of potatoes are transformed into delicious homemade chips, then eagerly devoured.

"I'm proud to present a generous amount to the 'Stiftung RTL – We Help Children e.V.' this year. This donation is only possible thanks to our dedicated supporters. My sincere gratitude goes to the LR employees, LR sales partners, and LR Health & Beauty company itself. Every penny of the donation will directly benefit the Lunch Club."

The LR Global Kids Fund e.V. has supported the Lunch Club since its inception. In 2016, the Ahlen children's charity gained a powerful ally in the 'Stiftung RTL – We Help Children e.V.'

About the RTL Spendenmarathon

A true slice of living television history: for the 30th time, Wolfram Kons will kick off the RTL Spendenmarathon live on 20 November 2025 at 18:00. As Germany's longest charity broadcast, it will once again be produced as an eco-friendly Green Production and serves as the flagship fundraising initiative for 'RTL – We Help Children'. For a full day, RTL reshapes its schedule to raise funds for children in need over more than 24 hours. Every hour, live segments air from the donation studio: from there, Wolfram Kons urges viewers to contribute, welcomes celebrities at the Vodafone call centre phones, and interviews patrons about their poignant experiences visiting the aid projects.

About the LR Global Kids Fund e.V.

Launched in 2009 by LR Health & Beauty, the LR Global Kids Fund e.V. thrives on the collective commitment of the company, its employees, sales partners, customers, and suppliers. It supports projects in the countries where LR operates. LR covers all administrative costs through its corporate donation, ensuring every contribution reaches those in need on the ground—one-to-one. Projects in areas like education and health are funded, all sharing one goal: "More quality for your life." For more details on the various aid initiatives and donation options, visit lrgkf.com.

Pictures:



Major TV Spotlight for LR Global Kids Fund e.V. and Ahlen Lunch Club: On 21 November, Thomas Heursen, founding member of the LRGKF, will hand over a generous donation cheque to Wolfram Kons as part of the RTL Spendenmarathon. The left image shows Thomas Heursen joining the Lunch Club children for the potato harvest. The right image captures the Lunch Club children peeling vast quantities of potatoes for dinner.

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