



LR GLOBAL KIDS FUND
initiated by LR Health & Beauty

Presse Release

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

31 October 2024, Ahlen 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 (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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Picture: New donation cup 2024

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