



News

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Making a difference by shopping on board

Lufthansa will donate one euro for each purchase on board to help alliance project

From now on, Lufthansa passengers can do good, not only for themselves, but also for others by purchasing good on board.

From 1 November to 28 February 2018, Lufthansa will donate one euro for each purchase on board to the project "Patenschaftskreis Indien/India Sponsorship Circle" of the Lufthansa aid organization help alliance. Passengers can choose from around 200 products including jewelry, cosmetics, entertainment, toys and gifts. In addition, there is the possibility to order another 82 products online in advance at lh.com/preflight-shopping. The desired product will be delivered directly to the aircraft, where the guest can decide whether or not he would like to buy it. Twenty preflight shopping purchases can make it possible for a child in Madhya Pradesh to attend boarding school for one month.

Madhya Pradesh is one of the poorest areas in the world. Today, more than 2,000 children of all ages, ethnic groups and denominations live in the 20 boarding schools of the project. The schools are spread over an area of 24,500 square kilometers and sometimes only hardly accessible. Boardings (boarding schools) provide children with full meals, clothing, medical care and an education. In addition, health camps are being held so that residents of remote villages also have access to medical care. For this purpose, hygiene and first aid training courses are held on site, obstetricians are trained so that extremely high mortality rate during pregnancies and births can significantly be reduced.

The help alliance is the aid organization of the Lufthansa Group and its employees. It is the central pillar of the Group's social commitment. Founded in 1999 by 13 employees, the non-profit limited liability company currently manages around 35 projects worldwide, which are primarily intended to provide young people with access to education and enable them to lead a self-determined life. Around 10,000 people benefit directly from the support provided by help alliance. The projects are financed exclusively by donations.

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