

PINSENT MASONS' "SUPPORTING YOUNG LIVES" TOY DRIVE RETURNS!

Luxembourg – The traditional "Supporting Young Lives" toy drive organized by the law firm Pinsent Masons Luxembourg is back this year from November 14 to 29, 2024. In partnership with numerous companies and supporting several associations, this initiative aims to bring some joy to young people in need in Luxembourg and the Greater Region. It's the perfect time to donate and brighten the lives of these children.

At Pinsent Masons, corporate social responsibility (CSR) is at the heart of our values. We firmly believe that every company has a role to play in society. A recent study by STATEC (2023) shows that Luxembourg has the 5th highest child poverty rate in Europe, with 24% of those under 18 at risk of poverty. By participating in the global "Inspiring Young Lives" program, our Luxembourg office aims to make a difference by organizing this toy drive. Our goal is to create a climate of generosity and solidarity to have a positive impact on the lives of these young people.

Residents and cross-border workers can drop off their donations at several public collection points across Luxembourg from November 14 to 29. Additionally, 30 Luxembourg companies are organizing an internal toy drive where staff and clients can contribute. Here are the available public drop-off points:

- Pinsent Masons Luxembourg, 69 boulevard de la Pétrusse, Luxembourg
- CFL, Luxembourg train station (luggage locker, platform 3)
- Kaempff-Kohler, 49 rue Gabriel Lippmann, Niederanven
- Kaempff-Kohler, 18 Place Guillaume II, Luxembourg
- Kaempff-Kohler, 55 Av. John F. Kennedy, Luxembourg
- Pall Center, 2 Arelerstrooss, Oberpallen

We accept toys, books, puzzles, board games, indoor and outdoor games, consoles and video games, sports equipment, school supplies, bicycles, and scooters... all in perfect working condition (new or used). For hygiene reasons, stuffed animals, clothes, and shoes are not accepted.

The "Supporting Young Lives" toy drive currently supports 8 organizations working for youth in Luxembourg and the Greater Region. Some are well-known, others less so, but all benefit from this initiative. At the end of the drive, volunteers will sort the toys according to the needs expressed by the associations. Since the initiative began in 2014, more than 300m³ of toys have been distributed, bringing joy to thousands of children

Isabelle Charlier, Partner in charge of the initiative, states: "We are delighted to relaunch our toy drive this year. It's a wonderful opportunity for us to give back to the community and make a difference in the lives of young people in Luxembourg and the Greater Region. Every donation counts, and we hope this initiative will bring some joy and comfort to those who need it most."

The beneficiary associations for 2024 are: Een Häerz fir kribbskrank Kanner, Elisabeth Kanner, Fondation Kannerschlass, Foyer Sud "Fraen an Nout", Stëmm vun der Strooss, TABA, Trauerwee, Tricentenaire.

The participating entities for 2024 are: Abalone, Allianz Life Luxembourg, Cardif Lux Vie, Centralis, CFL, CHAMP Cargosystems, Crèche Marco Polo – Lëtz Explore, DO Recruitment Advisors, Editus, Genista, Ikano, IMS, JLL, Kaempff-Kohler, La Mondiale Europartner, Lions Club Luxembourg Xenium, Michel Greco, Ocorian, Pall Center, Proximus, RBS International, R carré, Revantage Europe, UBS.

For more information: syl@pinsentmasons.com or www.pinsentmasons.com/other/supporting-young-lives-toy-drive