

## Press release

Frankfurt, 01 July 2021

### Creative commitment for a good cause

- Artistic Lufthansa Group employees support help alliance project work
- Unique art auction creates future perspectives for children on the streets in Brazil
- Premiere of the making-of documentary of the help alliance song "Let's Get Together to Help the World"

More and more Lufthansa Group employees are volunteering at help alliance and using their musical and artistic talents towards a good cause. Thanks to this creative support, the Lufthansa Group's aid organization is increasingly able to make a difference with its projects to provide children, adolescents and young adults with access to education. Now help alliance is starting the summer with two very special employee campaigns.

#### Charity Auction of the Acrylic Painting "Amazonas" by Simone von Anhalt from 01-04 July 2021

Simone von Anhalt, an internationally committed Munich-based artist and Lufthansa employee, created the artwork "Amazonas," which reflects the powerful and colorful energy of the Amazon and nature in Brazil.

This painting will be auctioned off at a special art auction at the "Vier Jahreszeiten Kempinski" Hotel in Munich from 1 - 4 July 2021. Fifty percent of the proceeds will go to help alliance for the aid project "Boxing against lack of perspective" in São Lourenço da Mata, Brazil. The aim of the project is to offer children and young people an alternative to boredom, crime and lack of perspective through sports, music and educational opportunities. Simone von Anhalt lived in Brazil for several years during her youth. Her drastic experiences gave rise to a deep desire to help children on the streets from the poorest regions of Brazil.

#### Premiere of the making-of documentary of the help alliance song "Let's Get Together to Help the World" on 01 July 2021

Marika Hinkey, a Lufthansa flight attendant and singer and Martin Heumüller, a Lufthansa captain and pianist, are both help alliance volunteers. In 2020, they launched a musical project and produced the song "Let's Get Together to Help the World" for help alliance; this song was produced with many prominent musicians in Flörsheim near Frankfurt together with socially disadvantaged children from the help alliance project "Language support for children with a migration background". . With more than 32,000 streams on Spotify, this song has become real success and, in addition to donations, is has also increased the visibility of help alliance. In order to share the story of how the song was made, a making-of documentary has



been created to show production insights and demonstrate how much fun and excitement the children and young people from Flörsheim had in the music studio. The documentary premieres today, 01 July 2021 at 6 pm. You are cordially invited to experience the impressive development and the emotions of the help alliance song together, while joining alive chat. Initiator Marika Hinkey says: "For us it was and is a project of the heart, because making music means a lot to us personally. It is always nice to see how music brings people together, but it is even more special when we can do something good at the same time. "

All information on the two artistic actions can be found on the help alliance website: <https://www.helpalliance.org/>

#### **About help alliance**

The help alliance is the central pillar of the Lufthansa Group's social commitment. As an internationally operating company and part of the German and international community, the Lufthansa Group assumes responsibility for current social challenges beyond its actual business activities. The non-profit limited liability company supports numerous projects around the world that provide young people in particular with access to education and enable them to lead self-determined lives. In addition to the focus on education, help alliance promotes entrepreneurship. In recent years, around 150 projects have been supported. All project contents are based on the strict standards of the UN Conventions on the Rights of the Child and in particular on the global Sustainable Development Goals (SDGs) "Quality Education" (SDG 4) and "Decent Work and Economic Growth" (SDG 8). The projects are funded exclusively by donations. For more information and donation opportunities, please visit [www.helpalliance.org](http://www.helpalliance.org)

#### **help alliance gGmbH**

Phone. +49 69 696 696 70  
E-mail: [helpalliance@dlh.de](mailto:helpalliance@dlh.de)