



PRESS RELEASE

Miami, 23 May 2019

Lufthansa Group's long-standing aid organization – *help alliance* – launches in The Americas

- ***help alliance Americas* is first international sub-organization of *help alliance worldwide***
- **Official kick-off project at Broward Outreach Center in Hollywood, Florida**

Today, the Lufthansa Group officially launched *help alliance Americas* as a sub-organization of its long-standing aid organization, *help alliance worldwide*. *help alliance* is the aid organization of the Lufthansa Group and their employees, and it forms the central pillar of the Group's activities in the area of Corporate Responsibility. Following in its parent organization's footsteps, the new *help alliance Americas*' mission is also steeped in social commitment projects.

"We are very pleased that there is enthusiasm and excitement in The Americas region for what *help alliance* represents and achieves," said Andrea Pernkopf, Managing Director, *help alliance*. "As an employee initiative, which began 20 years ago in Germany, the goal is to become a movement that involves Lufthansa Group employees worldwide. *help alliance* offers assistance, aid and guidance to those in need, in order for them to achieve self-help through local development projects, focused on education, work and income."

As its official launch project, *help alliance Americas* focused on the Broward Outreach Center in Hollywood, FL – a center that assists the area's homeless community regain access to common day life through counselling, food provisions and guidance in transitioning to an independent, sustainable life. Along with Vivian Spohr, patroness of *help alliance*, local Lufthansa Group employees and the *help alliance Americas* project team worked throughout the day conducting a variety of refurbishment projects throughout the center, power-washing, replanting plant beds, serving food and packing 1,000 hygiene care bags that went directly to the center's clients.

"The Lufthansa Group has always prided itself on being a good corporate citizen, and in The Americas, many employees have volunteered, throughout the years, on a variety of aid projects that the company has encouraged," said Frank Naeve, Vice President Airline Sales, The Americas. "In a region where the Lufthansa Group

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has a long-standing aviation partnership, I am thrilled that this initiative is now being recognized in an official capacity with the creation of *help alliance Americas*.”

help alliance Americas' goal is to create a structured apparatus in The Americas to foster corporate citizenship throughout the entire Lufthansa Group company. The organization's objective is for local employees to work together in order to make a greater impact on area communities in the regions.

About the help alliance

The help alliance is the aid organization of the Lufthansa Group and their employees, and forms the central pillar of the Group's activities in the area of social responsibility. As an internationally active company and member of the German and international community, the Lufthansa Group takes on responsibility beyond its regular business activities in dealing with the challenges currently facing society. Founded in 1999 by a group of 13 Lufthansa employees, this non-profit making private limited company is currently overseeing 40 projects worldwide, which aim in particular to provide access to education for young people and to enable them to live a self-determined life.

As well as the main area of focus, education, help alliance also promotes entrepreneurship. Over the past few years, the organization has given support to around 140 projects. The content of the projects is in all cases in line with the strict standards of the UN Convention on the Rights of the Child and the UN's sustainable goals for 2030.

The projects are exclusively funded by donations. For further information, please visit www.helpalliance.org.

About the Lufthansa Group

The Lufthansa Group is an aviation company with operations worldwide. With 142 million passengers in 2018, the Lufthansa Group is number one in Europe's airline sector. The Lufthansa Group aims to be the first choice for customers, employees, shareholders and partners in the aviation industry and to continue shaping the global aviation market as a key player in the future.

The Lufthansa Group is composed of the three business segments Network Airlines, Eurowings and Aviation Services (comprising the segments Logistics, MRO and Catering). The Group's Network Carriers comprise Lufthansa, SWISS and Austrian Airlines. With their multi-hub strategy from Frankfurt, Munich, Zurich and Vienna hubs, the Network Airlines offer their passengers a premium product and a comprehensive route network combined with the highest level of travel flexibility. With Eurowings, the Lufthansa Group has an innovative and competitive offering

in direct traffic, which addresses both price-sensitive and service-oriented customers with low-cost basic fares and additional service options that can be booked flexibly. The aviation services are all global market leaders in their individual industries. This way, the Lufthansa Group has found success in further areas of the aviation business.

The Lufthansa Group's airlines currently (i.e. as of Summer 2019) serve 318 destinations in 102 countries on five continents. The Group's total fleet comprises 763 aircraft, employs around 135,000 personnel and generated a revenue of EUR 35.8 billion in 2018.

For further information, please visit www.lufthansagroup.com.

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