

Lotte Duty Free makes US\$67,000 donation to help multicultural families and North Korean defectors

By **Elena Owyong** on November, 25 2019 | Retailers



Representatives from Lotte Duty Free presenting a cheque of KRW 80 million (US\$67,000) to Han Forest Foundation to improve the living environments of single mothers from multicultural families in Incheon

Lotte Duty Free's CEO Lee Kap has today announced a donation of KRW 80 million (US\$67,000) to the Han Forest Foundation to improve the residential environment of single mothers and children from multicultural families in Incheon. The Han Forest Foundation is an organization that conducts educational, cultural and environmental improvement projects for the underprivileged.

On November 21, 2019, Lotte Duty Free held a ceremony for the donation at the Health and Multicultural Family Support Center in Incheon. Lotte stated in a press release that starting in December this year, the homes of 10 single mothers in Incheon will be cleaned and repainted to create a more pleasant living environment. Furniture and storage equipment will also be provided for their children's study rooms.

Additionally, a history tour programme will be conducted for 240 multicultural families with children, as well as North Korean defectors. The programme will give the beneficiaries a chance to experience

and understand Korean history and culture accurately so that they can adapt to life in South Korea. Lotte Duty Free will conduct six of such tours, starting from December 14, 2019.

Commenting on this donation, Kim Jung-hyun, head of Lotte Duty Free's marketing division said: "This donation is more meaningful as it is used to improve the housing environment and social adaptations of vulnerable people in Incheon."

"Lotte Duty Free will continue to make efforts to share the love received from customers with people from all walks of life in the local community."