

Rituals shows gratitude by donating 200,000 goodie bags to Holland hospitals

Dutch lifestyle brand Rituals is donating 200,000 goodie bags to Holland's hospitals to show support during the COVID-19 Pandemic.



Last week, employees at Rituals' HQ in Central Amsterdam volunteered to pack the goodie bags which contain products to wash and soothe tired, dry hands: The Ritual of Cha Do Foaming Shower Gel and Ultimate 4 x Hand Care Collection set.

This initiative would not be possible without the cooperation of Rituals' partners – Total Packaging, Mainfreight, Dachser, Koolhaas Concepts & Decor, Huis vol Smaak, Hutten Catering, Fraai Projecten and Boozed Decor.

Rituals hopes that this gesture will bring a moment of positivity to those on the frontline during this unprecedented time.

Rituals CEO Raymond Cloosterman said: "Well-being is at the heart of our brand, which revolves around turning everyday routines into more meaningful moments. Over the coming weeks, this becomes more important than ever as we face this unprecedented situation.

"When we cannot actually be together, nothing beats the wonderful feeling of working together on something good for someone else, however small it may be. Rituals is immensely grateful to all the brave men and women working at the hospitals right now, risking their health and safety for the well-being of our entire community."

#hospitalheroes #realheroes #WEREALLINTHISTOGETHER