

Lotte Duty Free marks 39th anniversary celebrations with volunteer activities



Lotte Duty Free's CEO Lee Kap (third from left), volunteered to help the elderly and needy to mark the 39th anniversary of the company



Employees from Lotte Duty Free visited various welfare organizations to distribute gift bags and serve the beneficiaries food

Lotte Duty Free’s CEO Lee Kap, along with 200 employees from the company, participated in volunteer activities in celebration of the duty-free retailer’s 39th year anniversary tomorrow (February 14).

Lotte Duty Free’s Busan branch employees visited the Busan Elderly Welfare Center and provided the 550 beneficiaries with galbi soup (beef short rib soup), a favorite of the senior citizens. Additionally, Lotte Duty Free’s Jeju branch worked with Eunsung Social Welfare Center in Jeju City to prepare lunch boxes, deliver them directly to each household.

Staff from Lotte Duty Free’s Headquarters, Myeongdong Headquarters, World Tower Branch, COEX Branch, and Incheon Airport also visited the Jongno-gu Red Cross to donate money and prepare a special feast for beneficiaries. Lotte Duty Free also sponsored food and funds worth 30 million won (US\$26,700) to help the elderly and homeless. The funds will be used for meals, heating and to replace old facilities.

Sharing his thoughts about the volunteer event, Lee Kap, CEO of Lotte Duty Free said: “It is very meaningful that we can share the love we received from our customers on the occasion of our founding anniversary with our neighbors.”

“Our executives and employees will continue to work together to lead the industry in implementing corporate social responsibilities.”

Since its founding in 2016, Lotte Duty Free has conducted volunteer work every year to commemorate its anniversary. The company is also carrying out various volunteer initiatives such as sponsoring the cost of operations for children with heart disease in countries such as Vietnam.