

## Permanent donation facility for new children's hospital at Shopping Centre Kaari

A permanent collection chest is now in place in the central mall of Shopping Centre Kaari, for customers to have a handy way of donating to the New Children's Hospital 2017 initiative.

The accumulated donations are sent on, in full, to the New Children's Hospital 2017 project support association once a month.

"In terms of its service range, Kaari is a shopping centre particularly designed for families with children, so we want to offer our customers an easy way of taking part in a project that very much touches our most important target group," says **Kaj Grahn**, Shopping Centre Director.

"Every month, well over 400,000 customers visit the shopping centre, so that we believe we can make a significant contribution to the Children's Hospital. This act of communal solidarity will help the initiative on its way to achieving its goal."

The new children's hospital has been selected as an important object for support by the whole S Group. The group is donating a total of one million euros towards building the children's hospital. All 20 regional Cooperative Societies in Finland and the SOK Corporation, owned by the Cooperative Societies, are contributing to the donation.

The Cooperative Society in the Greater Helsinki area, HOK-Elanto, which owns Shopping Centre Kaari, supports the construction of the children's hospital in 2013-16 to the tune of about EUR 230,000 in total. In addition to the million-euro donation, S Group has challenged all two-million-plus co-op members to participate in the collection.

"We will be reminding our customers about the chance to donate on all our internal media platforms, as well as the social media. We want to be involved in this brilliant project in a number of ways," Kaj Grahn adds.

"We are very pleased that Shopping Centre Kaari is bringing participation in the New Children's Hospital 2017 collection so close to its customers. A permanent collection chest both reminds them of the project and makes donating very easy. Every donation is valuable and important, every euro is welcome. The new children's hospital will be built together with the joint effort of millions of people," says **Tuula Colliander**, Head of Fundraising from Uusi Lastensairaala tukiyhdistys 2017 ry.

The goal of the New Children's Hospital 2017 project is to collect EUR 30 million as donations from businesses and private individuals. The donations will help to build a new state-of-the-art unit focusing on the specialist medical care of children in Helsinki and serving the whole country, by 2017. To date, donations worth EUR 22 million have been received.

### Additional information:

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