

## Lotte Duty Free helps single mothers in Incheon with CSR initiative



Volunteers from Lotte Duty Free helping families in Incheon, Seoul

On 29 Jan 2020, employees of Lotte Duty Free's volunteer group conducted a corporate social responsibility initiative to help clean up, lay down and replace long boards for single mothers living in Incheon.

Furniture and storage equipment were also installed in study rooms for underprivileged children to study in a more pleasant learning environment. In addition, heating supplies, daily necessities and books were also delivered to the families.

Lotte Duty Free plans to continue its volunteer work for nine unmarried families in Incheon.

"We hope that the project will help single mothers and their families," said Lee Sang-jin, marketing manager of Lotte Duty Free. "Lotte Duty Free plans to continue various social contribution projects that can provide practical help to the Incheon community."



Lotte Duty Free volunteers helping with the installation of furniture for the underprivileged children

In addition to the volunteer work, Lotte Duty Free has also recently completed its project to delivering new menu plates to seven restaurants in the Incheon area.

Lotte Duty Free's flagship corporate social responsibility initiative is a project to improve tourist convenience by providing consultancy to the restaurants in terms of restaurant management, as well as helping to re-design their foreign language menu. Lotte Duty Free said it also plans to follow up by continuing to promote its restaurants by using SNS channels and websites.