**Pinsent Masons celebrates International Children’s Day with annual toy drive in Luxembourg
Supporting Young Lives initiative supports vulnerable children**

Multinational law firm Pinsent Masons is spearheading the annual toy drive, Supporting Young Lives, to support vulnerable and disadvantaged children as the firm gears up to mark International Children’s Day 2022.

Taking over the action (formally called Wildgen 4 Children) for this 9th edition, the firm has led the annual toy drive, collaborating with local organisations including Michel Greco, CFL, Kaempff-Kohler and Pall Center. This year 32 Luxembourg-based businesses will participate, setting up collection points in their offices encouraging their people to donate toys, puzzle, books, board games, consoles, video games, sports and school equipment, bicycles, and scooters (new or second-hand) to be distributed to children most in need and grappling with challenging life situations.

Public collection points will also be open (see list below) from 14th November until 28th November with the donated toys sent to a total of 10 charities based in Luxembourg and the Greater-Region, on the basis of the needs expressed.

Luxembourg office head at Pinsent Masons, Michel Bulach, said: “We’re proud to support this important initiative which has helped support so many children over the years. At Pinsent Masons we are dedicated championing change and making business work better for people. Helping children and young people thrive and flourish is critical and sadly access to the support for those most in need can be lacking. This toy collection is another way for charities to be able to connect with children, providing some happiness through play.”

Supporting Young Lives continues the initiative, formally called Wildgen 4 Children, launched in 2014 by legacy firm Wildgen with six companies and nine charities participating. Last year the initiative collected 66m3 for more than 3000 young beneficiaries.

Michel Bulach said: “It’s heartening to see the initiative live on and grow from strength-to-strength each year and to see so many more businesses engage with this. This demonstrates the generous spirit of our community in Luxembourg, and we are hopeful that donations levels will continue to be high.”

ENDS

**Notes to editors:**

**If you wish to donate please visit one of the collection points open to the public:**

* Pinsent Masons Luxembourg: 69 Boulevard de la Pétrusse, Luxembourg
* Black Wombat: 19 rue des Capucins, Luxembourg
* CFL: Gare de Luxembourg (lost&found desk – platform 3)
* Ibis Styles Luxembourg Centre Gare : 30 rue Joseph Junck, Luxembourg
* Kaempff-Kohler: 18 Place Guillaume II, Luxembourg
* Kaempff-Kohler: 40 rue Gabriel Lippmann Niederanven
* Supermarché Pall Center: 2 Arelerstrooss, Oberpallen

**Full list of participating businesses:**

AKT One, Banque Internationale à Luxembourg, Black Wombat, Cardif Lux Vie, Centralis, CFL, Chambre de Commerce Luxembourg, Crèche Marco Polo – Lëtz Explore, DO Recruitment Advisors, Editus, Genista, Ibis Style Luxembourg Gare, IMS, Incert, Kaempff-Kohler, Landewyck Holding, LeasePlan, Michel Greco, Ocorian, Pall Center, Pinsent Masons Luxembourg, Proximus, Rcarré, SGI Groupe, Swissquote Bank Europe, T. Rowe Price Management, TMF Group, UBS…

**Full list of participating charities:**

Elisabeth Kanner, Fondation Profamilia, Foyer Sud « Fraen an Nout », Les Pimpampel, L’île aux clowns, Maison Croix-Rouge Arlon, Stëmm vun der Strooss, TABA, Trauerwee, Tricentenaire.

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