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## ERIKSHJÄLPEN SET A NEW FUNDRAISING RECORD - OVER 3.7 MILLION FOR WORLD'S CHILDREN

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On Saturday, October 7, Erikshjälpen Second Hand's stores and E-handeln broke a new record by selling SEK 3,703,294 for the benefit of Världens Barn.

- This would not have been possible without the great commitment that exists in all our stores for the Children of the World. So many nice local elements to support the collection have appeared around our stores and secondhand.se, says Anette Alm Gustafsson, director of operations for Erikshjälpen Second Hand.

For 26 years, Radiohjälpen's fundraising campaign World's Children has collected funds to help children in vulnerable situations around the world. In 24 of these years, Erikshjälpen has donated a daily cash register from all Second Hand stores and e-commerce to the collection. For the fifth year in a row, Erikshjälpen also sets a record for its collection with over SEK 3.7 million for the benefit of the World's Children.

This year's campaign is also special due to the fact that the charity Akelius Foundation doubles the gifts received until 31 October. This makes it possible for more children to take part in the projects and efforts that, among other things, Erikshjälpen does for its share of the funds collected.

### Tens of millions are doubled

The collection for the World's Children continues throughout the year. During the television gala, which took place on Saturday, the result rose up to SEK 72 million. The very next day, the sum had reached up to SEK 77.6 million. Erikshjälpen's general secretary Daniel Grahn participated in the TV broadcast and talked about Erikshjälpen's work, where a film from the efforts in Ukraine was also shown.

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