



## **CORONAVIRUS EMERGENCY - THE LAVAZZA GROUP DONATION**

*A 10 million euros boost for projects in Piedmont to support healthcare, schools and those in need.*

Turin, 16th March 2020 - In response to the health emergency which has hit the country, the Lavazza Group is offering help to the surrounding area allocating **10 million euros for projects to support healthcare, schools and the needy in the Piedmont Region.**

Out of this amount, **6 million euros** will be donated to the **Coronavirus Emergency Support #IOCISONO fundraising appeal** organised by the Piedmont Regional Council, to purchase material necessary to support the healthcare facilities and all the front line staff heavily engaged in dealing with this situation.

A further **3 million euros** will be given to the **La Stampa – “Specchio dei Tempi” Foundation**, an organisation which has taken immediate action in three areas: providing hospitals with new equipment and medical supplies for intensive care and first aid, as well as advanced rapid testing equipment at the “Amedeo di Savoia” Hospital in Turin; issuing free sanitizing kits on request to schools in Turin; delivering basic necessities to the elderly in physical and economic hardship.

**1 million euros** will also be granted to **a variety of groups and associations** active in the Piedmont area, to help the weakest and most disadvantaged sections of the population.

The Lavazza Group and its entire workforce wish to send a positive signal and show solid commitment in the fervent belief that if everyone pulls together at this time, we can get through the emergency and make Italy shine once again.