

## Partnership between Tokmanni and the Finnish Red Cross extended – Collaboration brings help closer to the daily lives of Finns



*The photo collage contains examples of the partnership between Tokmanni and the Finnish Red Cross from 2019–2020. Photo collage images: The Finnish Red Cross (Eeva-Liisa Koskinen and Maria Santto) and Tokmanni*

Tokmanni and the [Finnish Red Cross](#) have agreed on extending their collaboration by two years. The general discount retailer will continue to support the NGO's friend volunteer activities and work to combat loneliness in 2022–2023. Additionally, Tokmanni commits to participating in the Red Cross's [Hunger Day collection](#).

The aim of the partnership, which started with the Hunger Day collection in 2019, is to promote the wellbeing of people and communities and to reduce loneliness and social exclusion. The experiences gained so far have been felt to be meaningful, which is why the two parties are pleased to continue collaborating around these themes.

Under this collaboration Tokmanni has, for example, supported the Christmas cafes of the Red Cross and provided Christmas gifts for hundreds of caregivers and lonely people. In addition, Tokmanni has supported the organisation in its efforts to combat the COVID-19 pandemic by donating products and offering help with logistics.

### Businesses are increasingly expected to do more to promote socially important issues

“Our collaboration has reinforced our view that the Finnish Red Cross is a great partner for Tokmanni particularly because it is trustworthy and operates in many areas. We have received plenty of positive feedback from our

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personnel, our customers and our other stakeholders, and therefore we are very pleased that our collaboration will continue in 2022 and 2023,” says **Mika Rautiainen**, CEO of Tokmanni.

“In the current COVID-19 pandemic, many feel that loneliness, anxiety and uncertainty about the future have further increased. This makes our practical and long-term charity work all the more meaningful,” he adds.

“Our partnership with Tokmanni has brought the activities of the Finnish Red Cross even closer to the daily lives of ordinary Finns. Our collaboration in the Hunger Day collection, for example, has introduced new ways to support the operations of the Red Cross. We will continue and develop our partnership enthusiastically,” says **Kristiina Kumpula**, Secretary General of the Finnish Red Cross.

In future, Tokmanni and the Finnish Red Cross will use their respective communications channels and diverse expertise more effectively in their collaboration.

“It is important that as many Tokmanni employees as possible can participate in promoting the wellbeing of people and communities and reducing loneliness and social exclusion. We want our collaboration to be increasingly evident to our personnel, our customers and our partners,” Rautiainen says.

***Read more about the long-term partnership between Tokmanni and the Finnish Red Cross on Tokmanni's website, at [www.tokmanni.fi/spr](http://www.tokmanni.fi/spr).***

## TOKMANNI AND THE FINNISH RED CROSS

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*The Finnish Red Cross is one of the largest civic organisations in Finland. The objective of the Finnish Red Cross is to help those who need it most both in Finland and abroad.*

*The Red Cross helps when a catastrophe or an accident occurs and trains people to be prepared. The organisation encourages people to look after their own well-being and to take care of each other.*

*Tokmanni is Finland's leading general discount retailer. Some 3,700 Tokmanni employees make customers' everyday life and special occasions easier by offering a versatile and up-to-date assortment of Finnish and international brand-name products and other high-quality products at prices that are always affordable. With nearly 200 stores around Finland and an online store, Tokmanni is always close to its customers. Tokmanni's revenue in 2019 amounted to EUR 944.3 million. Tokmanni's shares are listed on Nasdaq Helsinki.*