

P R E S S E M E L D U N G**Let's Play for Change Good Cause campaign – Thank You!**

9 January 2017. Around Asia and Africa, thousands of children are playing their way to a better life, thanks to IKEA co-workers and customers who got involved in the first Let's Play for Change campaign.

During the campaign period, IKEA co-workers and customers engaged in the cause, and an amazing 12.6 million IKEA children's products were sold.

As a result of the collaboration on the Good Cause campaign, the IKEA Foundation has donated €3.4 million to Save the Children who will help thousands of vulnerable children enjoy their right to play. Save the Children's programme *I Play, I Learn I'm Safe* will help prevent unsafe migration of children in Ethiopia and Bangladesh by promoting protection, education and play for children on the move.

"Save the Children is giving children on the move a chance of a better future. The IKEA Foundation, with support from IKEA employees and customers worldwide, helps us fulfill children's right to protection, education and play. Children on the move are highly vulnerable and our program intends to deliver lasting improvements to their lives." Elisabeth Dahlin, Secretary General Save the Children Sweden and Chairperson Global Lead Agency for the IKEA Foundation partnership.

Per Heggenes, CEO of the IKEA Foundation, said: "Thank you to all the IKEA co-workers and customers who supported the campaign, for taking the opportunity to hear how our partners are using our funding to change children's lives, and for sharing that information with others. On behalf of the IKEA Foundation, THANK YOU!"

*This donation includes an extra contribution for 2017 to give the projects the best chances of success.

[Find out how Let's Play for Change is changing children's lives](#)

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Save the Children Deutschland

Über Save the Children

Save the Children ist als größte unabhängige Kinderrechtsorganisation der Welt in mehr als 120 Ländern tätig. Die Schwerpunkte liegen in den Bereichen Schule und Bildung, Schutz vor Ausbeutung und Gewalt sowie Überleben und Gesundheit – auch in Katastrophensituationen. Save the Children setzt sich ein für eine Welt, die die Rechte der Kinder achtet. Eine Welt, in der alle Kinder gesund und sicher leben und frei und selbstbestimmt aufwachsen können.