



CCC Group becomes UNICEF's first Polish global partner

CCC Group will support UNICEF over three years to help UNICEF save and improve lives of children in need

Warsaw / Geneva, November 23, 2018 - The CCC Group today announced its partnership with UNICEF, becoming the first Polish global corporate partner of the children's agency. Over the next 3 years, CCC will donate a significant amount for children in need. To launch the partnership, a tri-partite agreement was signed today at UNICEF's headquarters in Geneva, represented by Dariusz Miłek, President of the Management Board of CCC S.A., Gary Stahl, Director of Private Fundraising and Partnerships at UNICEF in Geneva, and Marek Krupiński, Executive Director of UNICEF Poland.



CCC has always supported charitable causes and now with their brand strength and growing international success they decided to partner with a leading global organization for children. CCC is the largest footwear retail company in Central Europe. The partnership will be communicated and activated in CCC shoe stores in 21 countries, including Poland, Czech Republic, Germany, Austria, Switzerland, Russia or Hungary.

CCC is also the main sponsor of the cycling group, which dates back to the year 2000. For the last 18 years, the cyclists of this group have achieved many successes on the international arena. The CCC Team cycling shirts will be marked with the UNICEF logo. Thus, the cycling group belonging to CCC, during races all over the world, will proudly present cooperation with UNICEF and the company's involvement in activities for children. This is the first of this type of sports partnership of UNICEF.

The partnership with CCC S.A. is unique as it is the first Polish global company supporting UNICEF through sports and business. After more than 70 years of activity, we can take a step towards completing the message of the organization's co-founder, Polish medical doctor Ludwik Rajchman. – said Marek Krupiński, Executive Director from the Polish National Committee for UNICEF. We are very happy that together with CCC we will be able to help the most vulnerable children in the world. We are proud that a company with such an international success like CCC has decided to help thousands of children in developing countries together with UNICEF.

Funds provided by CCC will be used to fund UNICEF programmes to help children around the world survive, thrive and live to their full potential. *“CCC’s significant support to UNICEF will help save and improve the lives of children in need worldwide and most importantly, when and where it is needed the most” said Gary Stahl, Director of Private Fundraising & Partnerships, UNICEF.*

For many years CCC S.A. group has been involved in providing help to people in need. At the same time, bearing in mind the scale of its operations and continuous development, CCC decided that all further activities in this area should have an international dimension. The global partnership with UNICEF is extremely important to us, because we can implement the assumptions of our sustainable business strategy, through the activities carried out in our shoe stores, as well as the cycling team, which takes part in races all around the world. We are proud that we could join the group of business leaders who are UNICEF partners. - says Dariusz Miłek, President of the Management Board of CCC S.A.

About UNICEF

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. Across 190 countries and territories, we work for every child, everywhere, to build a better world for everyone. For more information about UNICEF and its work for children, visit www.unicef.org. Follow us on [Twitter](#) and [Facebook](#). UNICEF does not endorse any company, brand, product or service.

About CCC

The CCC Group is the fastest growing footwear companies in Europe and at the same time the largest footwear manufacturer in its region. CCC through eobuwie.pl SA is also an e-commerce leader in Central and Eastern Europe in the segment of footwear. The CCC Group has a network of nearly 1,200 stores and operates in 23 countries, in off-line and on-line channels. Fashionable and attractive CCC and eobuwie.pl products are offered to clients in Poland, Czech Republic, Slovakia, Germany, Austria, Slovenia, Croatia, Hungary, Bulgaria, Serbia, Russia, Ukraine, Romania, Lithuania, Latvia, Estonia,

Moldova, Greece, Italy , Spain, France, Sweden as well as Switzerland (via the Voegele network). The CCC Group has its own factory of leather shoes in Poland, employs over 14,000 employees and sells about 50 million pairs of shoes annually.

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