"Oleina" joined the aid projects of the Nadiya Vovk CF "Bereginya"

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TM “Oleina” as a socially responsible brand has been helping those who need it most since the beginning of the full-scale invasion. On June 30, 2023, the brand – together with the **Nadiya Vovk “Bereginya” Charity Fund** – launched a new humanitarian mission in the city of Izyum. Foundation’s volunteers handed over food kits to the residents of Izyum, which comes back to life.

“Despite the difficult conditions in which people have to live after the deoccupation of Izyum, many of them have already returned here,” ***comments Kateryna Matsiyevska, project manager of Nadia Vovk BF “Bereginia”.*** – Residents of the city, including many old people and families with children, strive to restore a full life on their land. For this, they need humanitarian assistance in the long term. The support of benefactors, including the “Oleina” brand, is very timely.” – She added.

Humanitarian kits for families consist of food products (pasta, rice, canned meat and fish, dry breakfasts, “Oleina”, biscuits, coffee 3 in 1), as well as hygiene products and basic medical supplies.

Cooperation with CF “Bereginya” and participation in the mission to the city of Izyum is a new charitable initiative of “Oleina”, which is a logical continuation of the brand’s assistance projects since the beginning of the full-scale invasion. In particular, a number of initiatives were previously implemented with the help of donations from the Bunge company, the manufacturer of “Oleina” in Ukraine, together with partners. For example, volunteers recently formed and handed over several thousand humanitarian kits to the victims of the terrorist attack at the Kakhovska HPP.