LCI Brands Renews Commitment to American Foundation for Children with AIDS

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LCI Brands™ is pleased to renew its partnership with the American Foundation for Children with AIDS (AFCA).

“We have seen firsthand what a big difference even our smallest efforts can make in the lives of children affected by the HIV virus. By using our brand, products and employees as a platform, we aim to spread awareness and to work towards the common goal of taking care of these kids that need the world to hear them,” said Jen Panattoni, Director of Business Development.

Continuing to use Lewis N. Clark® items as incentives for individuals who have pledged to climb Mt. Kilimanjaro and raise funds for AFCA, these prize packs are awarded when fundraisers reach a specific amount of donations. “They all want the packs because they are awesome, so it helps them stay on top of fundraising,” said Tanya Weaver, Director of AFCA.

In addition, a monetary donation from LCI Brands was used to establish chicken coops in Zimbabwe, and over 1000 chickens now provide eggs to orphans with AIDS. “It’s really exciting to think that because of LCI Brands, we had enough funds to do this project and that the kiddos will have protein in their diet because of it,” Weaver said.

Other recent ventures include a livestock and garden pilot project in Uganda, where 20 orphaned families are receiving training, animals, and seeds. “It is very exciting because if this works, it will become not only a vehicle for families to become self-reliant, but a sustainable project that replicates itself in time,” added Weaver.

Learn more about the Mt. Kilimanjaro climb and AFCA’s other programs today.

About LCI Brands

LCI Brands (formerly known as L.C. Industries, Inc.) is located just outside Chicago and is home to brands such as Lewis N. Clark® and UrbanGear™. With the luggage caddy as its core offering, LCI Brands began operations in 1971, and since then has expanded to offer hundreds of products in categories such as security, comfort, organization, and health. For more information, visit www.lcibrands.com.

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