

Magazine Luiza Launches Instagram Campaign To Donate Diapers

In partnership with Huggies, the company will donate diapers to Casa Hope

SÃO PAULO, May 22, 2018 - Magazine Luiza, in a partnership with Huggies diapers, will convert photos posted on Instagram into diapers. For each photo posted on Instagram with the hashtag #AcrediteNoAbraço, the company will donate one diaper package to the charitable institution Casa Hope.

“We are proud to work alongside our partners to give visibility to important causes we believe in”, affirms Ilca Sierra, Magazine Luiza’s marketing officer.

Magazine Luiza Meddled

This is the second charitable initiative of the year for Magazine Luiza. At International Women’s Day, Magazine Luiza sold a special spoon saying: “Yes, we choose sides”. All funds raised from the sale of spoons were donated to NGOs which combat violence against women.

About Casa Hope

Casa Hope is a charitable institution which offers support to children and adolescents with cancer. The institution assists low-income individuals throughout the country. Children supported by Casa Hope receive accommodation, food, transportation to hospitals, airports, bus stations, social welfare and psychological assistance, medicine, clothing, education, occupational therapy, job training courses, directed recreation, cultural tours and commemorative celebrations.

By offering a normal routine to children and adolescents, Casa Hope contributes to enhancing their real chances of life, holding them off disease and offering hope, care, dignity, and respect.

About Magazine Luiza

With 60 years of history, Magazine Luiza is a digital platform, with 860 physical points-of-sale and human warmth. In 2017, the Company recorded sales of R\$14.4 billion -- 30% of which came from e-commerce. Since May 2011, Magalu has been listed on B3’s Novo Mercado.

In 2016, Magazine Luiza was recognized as one of Latin America’s “Most Innovative Companies” according to *Fast Company Magazine*. Its shares recorded the highest appreciation at Brazil’s stock exchange in both 2016 and 2017.

Currently, Magazine Luiza employs approximately 22,000 professionals. Its workplace policies and programs have been recognized with several awards. For 20 years, the Company has been listed amongst the “Best Companies to Work For,” according to the Great Place to Work ranking.