



Press release
Luxembourg, 27 October 2022

A press conference dedicated to the launch of the UKRAINE IS CALLING campaign, took place on 25 October.

Its main concept is: Ukraine is calling for help. Don't decline lives!

It's a call to action aimed to fundraise 10 million euros to support first responders. LUkraine asbl is committed to purchase and transfer to Ukraine's Ministry of Health and the State Emergency Services 112 ambulances and fire trucks which are in immense shortage due to the ongoing war.

The first goal was 100 rescue vehicles, but we have changed it to 112 because that is the European emergency number, very symbolic and suitable to the concept of a phone call.

The promotional campaign in Luxembourg will take place until December 1st.

The campaign is supported by major Luxembourgish media, Ministry of Home Affairs, CGDIS, Ministry of Mobility and Public Works, European Commission, the Embassy of Ukraine in the Kingdom of Belgium, City of Esch.

All costs are accounted for: a reputable and well-known auditing firm will be taking care of the finances, and all the vehicles will be on show in Luxembourg before being driven to Ukraine in a convoy to be handed over to the Ukrainian Ministry of Health and the State Emergency Services.

Speakers:

Presentation of the campaign:

President of LUkraine asbl - Nicolas Zharov

Vice President of LUkraine asbl - Inna Yaremenko

Declared support for the campaign and to Ukraine in these difficult times:

The representative of the European commission in Luxembourg - Md. Anne Calteux

U.S. Ambassador to Luxembourg - Mr. Thomas Mark Barrett

Ambassador of of Republic Czech- Mr. Vladimír Bártl

Ambassador of France - Md. Claire Lignières-Counathe

Ambassador of the Republic of Poland - Mr. Piotr Wojtczak

Ambassador of Germany -Mr. Ullrich Wilhelm Klöckner

Described the current situation in Ukraine, the loss of rescue vehicles and the need of State Emergency Services of Ukraine:

Chargé d'Affaires of Ukraine in Belgium and Luxembourg - Natalia Anoshyna

The head of the Reforms Department of the State Emergency Services of Ukraine - Stanislav Rudyi
Emergency medical care team, Ministry of Health of Ukraine - Pavlo Gurlenko

Nicolas Zharov, President of LUkraine asbl:

“UKRAINE IS CALLING is inspired by LUkraine’s projects within which 14 ambulances and 2 fire trucks were procured and sent to the most affected by war regions of Ukraine.

Within this campaign, LUkraine has signed memorandums with the Ministry of Health of Ukraine and the State Emergency Service of Ukraine, who will be the beneficiaries of the rescue vehicles procured through the campaign. Luxembourg is the first stage of this campaign. We would like to show that even a small country can make a large contribution and impact on the current situation in Ukraine. After other European countries (Belgium, Germany, France) and the United States, Canada will join our efforts.”

Inna Yaremenko, Vice President of LUkraine asbl:

“Ukrainian emergency services are doing their very best to aid all citizens made victims of the unjustified russian aggression. However, because of the fast resource degeneration, they are stretched to the limit. As of today, more than 2000 rescue vehicles have been destroyed in Ukraine since 24th of February. We want to help fill the gaps, in terms of resources, in the national emergency infrastructure so that ambulances and fire services can reach the people most in need. We understand that our goal is a challenge, but we’re sure there are enough caring people to achieve our aspiration.”

The next event dedicated to the campaign - the inaugural installation on 29.10 at 16.00 in the center of the City of Esch of the demanded ambulance, brought from Ukraine. More information about the upcoming event you could find here: <https://fb.me/e/2392xVVxO>

More partners, events and campaign ambassadors will be announced later.

The photo from the press conference you could find here: <https://tanitaphoto.lu/disk/l-ukraine>
Credit: Tania Popyk

PARTNERS IN LUXEMBOURG:

MEDIA: RTL Lëtzebuerg, Chronicle.lu, ARA City Radio, radio 100,7 Paperjam, Delano Magazine, JCDecaux, publi.lux, Kinopolis Kirchberg, Cinextdoor, LuxTram, Silicon Luxembourg, d’Lëtzebuenger Land.

PARTNERS: POST Luxembourg, Tango, KPMG Luxembourg, Artec 3D, a_BAHN, Orthopédie Felten Concept-Store Jacques Schneider, CineAst Festival, Let's Compare, Farad Group, Ukrainian Chamber of Commerce and Industry and others.

For more information/interview, please contact [Inna Yaremenko](mailto:inna.yaremenko@ukrainians.lu): inna.yaremenko@ukrainians.lu

#ukraineiscalling

Don't decline lives.

Donate on [ukraineiscalling.com]

