

Media release

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Banks and Office of Social Services spread joy together

Vaduz – 22 June 2020. The Liechtenstein banks and the Office of Social Services have joined together to create the "Giving Joy" campaign, which offers free holiday activities for children in Liechtenstein. The goal of the campaign throughout the summer holidays is to relieve the burden on families that have been under pressure during the coronavirus crisis. On the website www.ferienspass.li ("Holiday Fun") run by "aha – Tips and Info for Young People", parents will be able to register their children between the ages of 3 and 12 for activities announced on an ongoing basis.

The coronavirus crisis has confronted our country with major health and economic challenges. The banks in Liechtenstein have already made an important contribution to buffering the economic impact in particular. But the coronavirus crisis also entails considerable social problems. Especially families with children have struggled considerably over the past few months. Now the summer holidays are coming up, and uncertainty is still increasing. Planned trips may not be able to take place because of the health situation in destination countries, or parents' holiday entitlement may have been used up already due to home schooling, or money quite simply has become tight. This is exactly where the newly created, time-limited "Spreading Joy" campaign fits in. The Liechtenstein Bankers Association (LBA), on behalf of all Liechtenstein banks, has set up this project over the past weeks together with the Children and Youth Development and Protection Bureau of the Office of Social Services.

During the Liechtenstein summer holidays from 6 July to 16 August 2020, the web platform ferienspass.li ("Holiday Fun") will offer expanded holiday opportunities for children between the ages of 3 and 12 who live in Liechtenstein. Activities are planned in the categories of Outdoors, Creativity, Sport, Research & Learning, and Fun & Games. The aim is to make summer at home in Liechtenstein as wonderful, exciting, and varied as possible. The campaign also relieves the financial and time burden on parents during the holidays.

The costs of all holiday activities offered on the platform will be fully covered by the Liechtenstein banks, all of which are participating in the campaign.

One of the goals of the campaign is to broaden the horizons of participating children through a wide range of activities. At the same time, the campaign aims to give a financial boost to the businesses, institutions, and associations in Liechtenstein that have faced major challenges during the coronavirus crisis. The opportunities on offer will also show how exciting and diverse holidays in our beautiful country of Liechtenstein can be.

According to Simon Tribelhorn, Director of the Liechtenstein Bankers Association, "We are aware that especially families have made a contribution to resolving the coronavirus crisis that should not be underestimated, and that they will continue to do so. At the same time, they are the most affected by the crisis. The 'Giving Joy' campaign is intended both as a sign of the banks' solidarity and as a 'thank you' to all the families in Liechtenstein."

Sarah Frick, Office of Social Affairs, says: "In addition to parents, who have had to deal with multiple burdens over an extended period of time, and in some cases still have to do so, children have also faced many challenges during the coronavirus crisis. They have had to grapple with the far-reaching impact on their daily lives and their recreational activities. We are especially pleased that the 'Giving Joy' campaign lets us give something back to families and in particular to children. We are also pleased that so many Liechtenstein businesses, institutions, individuals, and associations are supporting the campaign in the form of vacation activities and have in that way filled the generous gesture of the Liechtenstein banks with life."

All the planned activities are being published on the www.ferienspass.li website. The website is already established and has been operated successfully for many years by "aha – Tips and Info for Young People" in cooperation with the Liechtenstein Children's Lobby. It's worth coming back regularly to visit the site, given that new events will be added on an ongoing basis. Parents can register their children directly with the event organisers. All relevant information can be found on the website.

The initiators hope that this opportunity will be used by as many children as possible. For that reason, the campaign is to be publicised quickly and broadly on social media (hashtags #givingjoy and #holidayfun).

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