

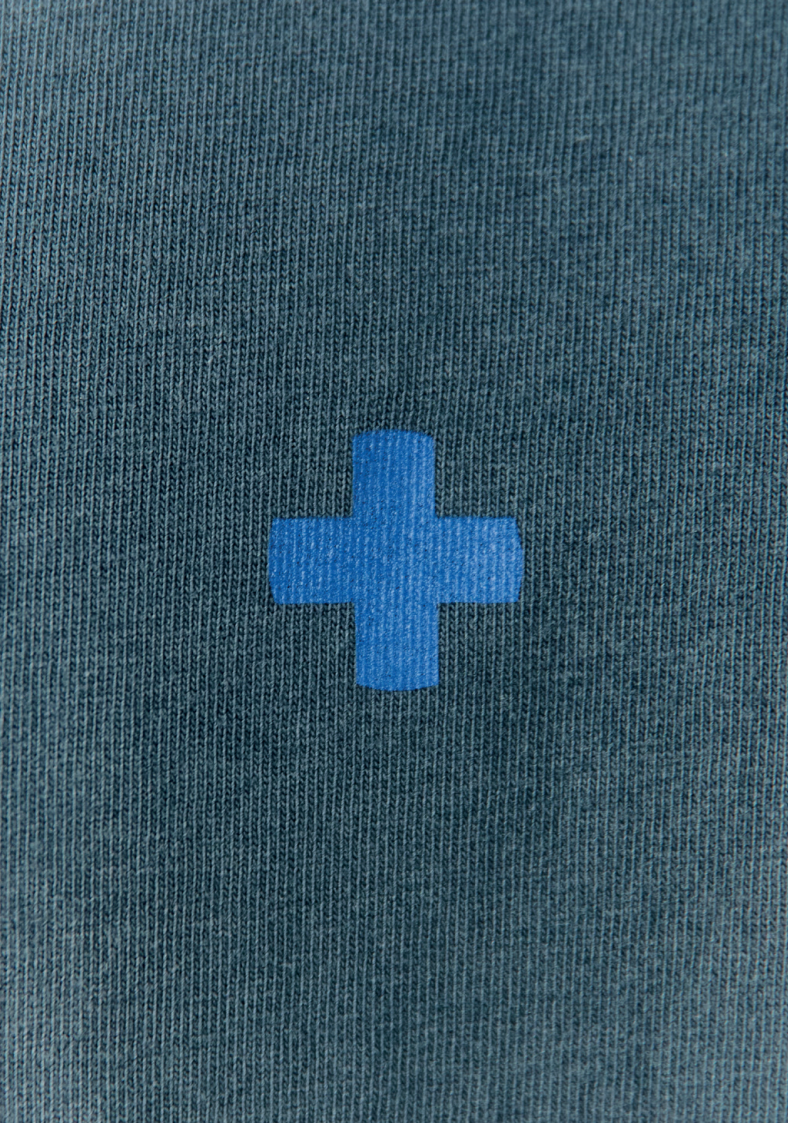


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.ACTS OF KINDNESS



DANISH FASHION BRAND
COLLABORATE WITH
BLUE CROSS DENMARK
AND TUBA TO SUPPORT
YOUTH AFFECTED BY
ALCOHOL ABUSE WITHIN
THE FAMILY.

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.ACTS OF KINDNESS

IN A HEARTFELT COLLABORATION OF COMPASSION AND CARE, CHARITIES TUBA AND BLUE CROSS DENMARK PARTNER WITH DANISH FASHION BRAND OBJECT, IN A CAMPAIGN THAT EXTENDS HOPE AND SUPPORT TO YOUTH AFFECTED BY ALCOHOL ABUSE

WITHIN THE FAMILY. RECOGNIZING THE IMPORTANCE OF KINDNESS IN OUR COMMUNITIES, THIS COLLABORATION AIMS TO HARNESS THE POWER OF SUPPORT AND AID, SHINING A LIGHT ON A CAUSE OFTEN OVERLOOKED IN SOCIETY.





IT'S ESTIMATED THAT EVERY 10TH CHILD BETWEEN THE AGES OF 0-18 IN DENMARK GROWS UP IN A HOME AFFECTED BY ALCOHOL MISUSE. THIS TYPE OF UPBRINGING CAN HAVE LASTING EFFECTS INTO ADULthood, MAKING THERAPY ESSENTIAL. SPECIFICALLY TARGETING YOUNG PEOPLE AGED 14-35, TUBA PROVIDE SUPPORT AND THERAPY TO THOSE

NEGATIVELY AFFECTED BY ALCOHOL ABUSE IN THEIR HOMES. BLUE CROSS DENMARK HELPS VULNERABLE CHILDREN, YOUNG PEOPLE AND ADULTS, AND HAVE TEAMED UP WITH TUBA AND OBJECT TO LAUNCH A JOINT CAMPAIGN "ACTS OF KINDNESS", TO DRAW ATTENTION TO AN ISSUE WHICH IS OFTEN SHROUDED IN SILENCE AND SHAME.

"ACTS OF KINDNESS" IS A JOINT INITIATIVE, WHICH EXTENDS A VOICE OF SUPPORT TO YOUNG INDIVIDUALS GROWING UP IN AFFECTED HOUSEHOLDS. WITH THE SALE OF SECOND-HAND T-SHIRTS SOURCED BY BLUE CROSS DENMARK AND TOTE BAGS MADE FROM 60% RECYCLED

COTTON, THIS CAMPAIGN OFFERS TANGIBLE WAYS FOR INDIVIDUALS TO CONTRIBUTE TO THE CAUSE AND TO WEAR THEIR KINDNESS PROUDLY. THE TOTE BAG AND THE T-SHIRT, WHICH BOTH FEATURE THE 'KINDNESS' CAMPAIGN PRINT, SERVE AS SYMBOLS OF SOLIDARITY.

"AT OBJECT, WE WANT TO USE OUR VOICE, AS A FASHION BRAND, TO SHED LIGHT ON IMPORTANT SOCIAL ISSUES AND PROJECTS THAT TAKE SOCIAL RESPONSIBILITY.

IT THEREFORE MAKES VERY GOOD SENSE FOR US TO BE ABLE TO CONTRIBUTE TO THE IMPORTANT WORK OF BLUE CROSS AND TUBA"

SAYS LINE DAMGAARD, MARKETING MANAGER, .OBJECT

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THE CAMPAIGN ALSO INCLUDES TWO DOCUMENTARY VIDEOS FEATURING YOUNG PEOPLE RECEIVING SUPPORT THROUGH TUBA, ALONG WITH IMAGES SHOWCASING OBJECT AND BLUE CROSS DENMARK EMPLOYEES WEARING THE CAMPAIGN'S KINDNESS T-SHIRTS. ADDITIONALLY, SOCIAL MEDIA CONTENT ADDS A POWERFUL VOICE TO THE CAMPAIGN'S MESSAGE.

THE T-SHIRTS WILL BE AVAILABLE FOR PURCHASE ON BLUE CROSS DENMARK'S PLATFORM AND THE TOTE BAGS WILL BE SOLD INTERNATIONALLY ON OBJECTCI.COM. ALL PROCEEDS FROM THE SALE OF THE PRODUCTS GO DIRECTLY TO BLUE CROSS AND TUBA, ENSURING THAT EVERY PURCHASE CONTRIBUTES TO THEIR VITAL WORK.

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"FEELING THE COMMITMENT THAT OBJECT AND THEIR EMPLOYEES HAVE PUT INTO THIS COLLABORATION IS ABSOLUTELY FANTASTIC. THEY HELP MAKE A DIFFERENCE, AND EVERY PENNY COUNTS AT A TIME WHEN TUBA IS EXPERIENCING HISTORICALLY HIGH DEMAND FOR THEIR SPECIALIZED HELP"

"MANY CHILDREN WHO GROW UP WITH A PARENT WITH AN ADDICTION, STRUGGLE LATER IN LIFE WITH ANXIETY, DEPRESSION AND A GREATER RISK OF DEVELOPING AN ADDICTION THEMSELVES. IT IS IMPORTANT THAT THEY GET THE RIGHT HELP TO SHAPE A GOOD FUTURE FOR THEMSELVES."

SAYS THOMAS RØDDIK KORNELIUSSEN, HEAD OF COMMUNICATIONS AT BLUE CROSS DENMARK.

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ABOUT BLUE CROSS DENMARK AND TUBA

BLUE CROSS DENMARK, RENOWNED FOR THEIR EXPERTISE IN COMBATING SUBSTANCE ABUSE, PROVIDE ALCOHOL TREATMENT, SUPPORT, AND THERAPY TO AFFECTED INDIVIDUALS AND FAMILIES. TUBA, AN INTEGRAL PART OF BLUE CROSS DENMARK, PLAY A VITAL ROLE BY OFFERING FREE THERAPY AND SUPPORT SERVICES TO YOUNG PEOPLE FROM HOMES IMPACTED BY SUBSTANCE ABUSE.

ABOUT .OBJECT

.OBJECT IS A DANISH FASHION BRAND THAT SEAMLESSLY BLEND STYLE WITH SOCIAL RESPONSIBILITY. COMMITTED TO CREATING PRODUCTS THAT NOT ONLY INSPIRE BUT ALSO CONTRIBUTE TO MEANINGFUL CAUSES, OBJECT INVITE INDIVIDUALS TO JOIN A GLOBAL COMMUNITY DEDICATED TO MAKING A POSITIVE IMPACT.

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OBJECT IS A DANISH DESIGN BRAND, MADE BY PEOPLE FOR PEOPLE.
THE COMPANY DESIGNS QUALITY ITEMS YOU'LL KEEP WEARING, WHICH SURPASS
TRENDS, WITHOUT LOSING SIGHT OF WHAT TRULY MATTERS RIGHT NOW.

TO STAY CONNECTED, PLEASE REACH OUT TO
BOLETTE DITTMER OR LINE DAMGAARD.