



In times of coronavirus PENNY Market Romania works very close with 6 strong non-governmental organization partners and one media partner. Following the company purpose and values PENNY Market Romania focus on care and concern especially for their employees, customers and their communities in over 10 counties and even more cities in Romania. Especially people with disabilities, elders and families with children need help in this time.

In partnership with the Food Bank, PENNY Market in Romania supports people with disabilities

PENNY sponsored with food and hygiene products persons with disabilities in the care of the associations "Ridica-te si umbra" and "Alinare", beneficiary organizations of the campaign "You are not alone", carried out by The National Council of Disability from Romania (CNDR). The two associations received basic foods, detergents, baby diapers and hygiene products, the distribution of products taking place through the Food Bank of Bucharest.

The transports of the products to the associations were carried out in safe conditions. The cars with which the transport was carried out were sanitized, and the drivers who operated these transports were, equipped with gloves and protective masks throughout the action.

For next weeks it is planned a new delivery of 100,000 items equivalent of 10 000 kg of basic food, dry and frozen products and also hygiene articles with a value of 20 000 EUR. In addition, PENNY will support the bank in Cluj county to purchase a van with a refrigerator for prompt deliveries with a value of 10 000 EUR.

Food for hospitals where COVID-19 patients are being treated

PENNY supports the efforts of the 'ZI de BINE' Association to build a #shieldforhospitals in Romania in the fight against COVID-19. Thus, the retailer sponsored with food the National Institute for the Protection of Mother and Child "Alessandrescu-Rusescu" in Bucharest. The food will ensure nurturing 350 patients and healthcare professionals if they are forced into quarantine.

Responsibility campaign for safe shopping and compliance with official recommendations

PENNY has launched a responsibility campaign with the slogan #WeAreHere, through which it assures customers of the availability of products on the shelf during the emergency period, as well as the efforts of employees for the constant supply of stores. We are far closer than ever; it is also a call to responsibility for customers. Thus, PENNY encourages responsible shopping, based on actions such as choosing a single family member to go shopping or giving priority to the elderly between 11:00 and 13:00 (the TV spot can be viewed here: <https://www.youtube.com/watch?v=YdsMLheQQqE>)

Details about the entire campaign are here:

<https://www.penny.ro/pagina/informare-masuri-protectie-covid>