

Shopping centers managed by Sierra Balmain help local citizens and medical workers

Sierra Balmain, a leading Polish management and investing company in commercial real estate, she initiated the action of delivering food and medicine to seniors directly to homes. Together with Caritas Polska, it organizes the collection of foodstuffs for the needy and will support healthcare professionals, providing medical facilities with water, food products and hygiene products.

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SARS-Cov-2 coronavirus, causing acute pneumonia, especially threatens the elderly, who should remain at home during the prevailing pandemic. Galeria Malta in Poznań, in cooperation with scouts from ZHP and its tenant - Piotr & Paweł store, decided to organize the campaign "Stay home, senior!". It can be used by people over 60 years of age who live alone or with a disabled person. They need to just call the indicated number and leave the shopping list. Scouts, after collecting information by phone, will first go for cash and (possibly) prescription, then make purchases and deliver the products to the seniors along with the change. Concerned about volunteers' safety and applicable top-down restrictions, the action "Stay home, senior!" is addressed to residents of districts located in the immediate neighborhood of the shopping center.

„We are observing the development of actions related to the spread of coronavirus in our country with great attention and anxiety. As we have been supporting local charity initiatives for years – now we have naturally decided to help seniors in this difficult time for them” – says Monika Idźkowska, Head of Asset Management Sierra Balmain.

Local heroes

The activities taken by Sierra Balmain were enthusiastically received by local organizations, plenty of people with open hearts ready to support others. Galeria Malta would like to appreciate these exceptional "local heroes" by promoting their involvement on their social media profiles. The shopping center will also make its social media channels available to volunteers who want to help those in need by walking the

dog or shopping in their area to promote this type of neighborhood help in the current situation.

Shopping basket for those in need

The result of the coronavirus epidemic is the extremely difficult economic situation in our country and the financial losses faced by many Polish homes. Therefore, Galeria Malta donated to the Poznań branch of Caritas charity groceries purchased especially for this occasion, which will be used to serve meals to the most needy. In addition, together with the Panorama shopping center, it encourages customers to collect products together. At the cash desks in Piotr & Paweł and Carrefour stores, there will be installed branded baskets to collect products such as rice, pasta, flour, butter, margarine, canned goods, beans, peas, tea, oil, tomato puree, canned vegetables and chemicals, in particular toothbrushes and toothpastes, soaps, shower gels and shampoos. The collected articles will be forwarded to Caritas every week.

Help for hospitals

Sierra Balmain also wants to appreciate the daily hard work of medical workers who have been carrying out extremely difficult service for several weeks, taking care of the health of the sick and saving the lives of patients. Galeria Malta will support the one-profile Infectious Hospital in Poznań, donating water, food and chemicals, while Centrum Galardia bought protective masks for the local hospital in Starachowice.

„We make all purchasing decisions in consultation with hospital facilities and in accordance with the needs they report. The shopping centers we manage are part of the local communities and we feel obliged to support their residents in the necessary aspects of this currently difficult reality” – adds Monika Idźkowska.

Coronavirus National News

In addition to help, reliable information is extremely important for maintaining a sense of security in an emergency. Sierra Balmain has launched a special CNN (Coronavirus National News) news room that monitors information on coronavirus as well as the current situation in the retail industry. The tenants of the centers receive a daily report and it is also published on the company's website and its social profiles. There are also tips on how to spend an interesting time at home with the whole family.

For more information please contact:
Dorota Manicka
tel. +48 509 910 556
e-mail: dmanicka@valkea.com