

HOME FURNISHINGS

Poltrona Frau unites employees in earthquake aid

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Image courtesy of Poltrona Frau

By STAFF REPORTS

Italian furniture maker Poltrona Frau Group is raising funds to help individuals affected by a devastating earthquake that affected its home country.

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The 6.2-magnitude earthquake on Aug. 24 killed at least 290 people, while others suffered injury or the loss of their homes as buildings crumbled. With its headquarters nearby to the site of the earthquake in central Italy, Poltrona Frau Group is looking to help its neighbors with a corporate fundraising initiative.

Showing solidarity

All of Poltrona Frau Group's employees are donating the equivalent of an hour's work to the cause, showing solidarity with the victims.

In addition, the Haworth family, which acquired Poltrona Frau Group under its privately owned namesake furniture business in 2014, will integrate the amount given by all the employees.



Poltrona Frau is showing support for those affected

Following natural disasters, brands often take part in relief efforts. For those located nearby to the destruction, a

need to help feels even more urgent.

After Tropical Storm Sandy, New Jersey-based Mercedes-Benz USA and Toyota Corp.'s Lexus each donated \$1 million to the American Red Cross to aid in Tropical Storm Sandy relief.

Mercedes-Benz USA's \$1 million donation was likely triggered from its corporate locations in the proximity of sections hit by Tropical Storm Sandy ([see story](#)).

Similarly, American Express' private travel club Inspirato helped employees of its rental homes in Los Cabos, Mexico, recover from the impact of Hurricane Odile.

Inspirato has organized an internal committee to raise awareness and funds to help those affected by the storm. The travel club will donate to start the flow of funds, but is encouraging consumers to also contribute to the cause ([see story](#)).

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