



Press Release | LITTLE SUN | November 2016

Light and Love: Little Sun teams up with non-profit Santa Shoebox Project to make this festive season very special for children in South Africa and Namibia

Cape Town/Berlin, 1 November 2016 – It's tradition in the holiday season to light candles and decorate the whole house with a beautiful, festive glow - a tradition that makes even the darkest of months shine. The season is a time for reflection and for coming together to share what we have with those around us and of course to share with those in parts of the world that might not have as much. What better way to celebrate the season than to share light with those who live without electricity?

This year, social business Little Sun is teaming up with the South African non-profit Santa Shoebox Project, to share light with children in South Africa and Namibia who live beyond the electrical grid. Living without electricity curtails a child's ability to learn and it makes all aspects of a child's life more difficult and more dangerous when the sun goes down.

From 1 November to 24 December 2016, Little Sun is running an online gift service which makes it easy for those who want to share light to do so. During this time, for a special seasonal price of 12 euros, Little Sun lamps can be symbolically purchased at www.littlesun.com/givealittlesun, and these lamps will be delivered to Santa Shoebox in South Africa to be gifted to children in need. The goal is to bring lamps to 2,500 children in South Africa and Namibia.

In much of Namibia and in rural areas of South Africa, (which remains marked by a vast gulf between the haves and the have nots), there is an insufficient and unreliable energy supply. Children learn under difficult conditions and are forced to do their homework, if at all, in the light of expensive and harmful petroleum lamps. Little Sun has set its sights on ending this situation: the iconic yellow Little Sun Original solar lamp, delighting children worldwide since 2012, brings light into the dark and is thus a worldwide symbol of sustainability, innovation and clean energy access for all.

Little Sun lamps will not only bring a sparkle to the eyes of the children, but their families will also benefit from safe and clean light. Solar energy does not only have a significant impact on the education and self-development of schoolchildren, but also on the health of the entire community and the environment we all share.

In many respects, then, Olafur Eliasson has designed a great Christmas present. It's not every day that a unique little work of art, designed by an internationally acclaimed artist, helps make the lives of children brighter.



Little Sun

GIVE A LITTLE SUN: THE KEY POINTS

- ⤴ The special Christmas project runs from 1 November to 24 December 2016
- ⤴ Little Sun's partner organization, [Santa Shoebox Project](#), brings 100,000 shoeboxes to children each year, filled with learning materials, toys and essential hygiene articles
- ⤴ Together with the Santa Shoebox Project we aim to provide Little Sun solar lamps to 2,500 children in South Africa and Namibia
- ⤴ Little Sun will be supplying Little Sun Originals for the campaign at a reduced price of 12 instead of 22 euros, available on www.littlesun.com/givealittlesun
- ⤴ The lamps can be purchased symbolically online. Each lamp 'purchased' will be personally delivered to a child in South Africa or Namibia
- ⤴ This gift will make it possible for a child to read, paint, play or grow whatever talent he or she has, after the sun goes down
- ⤴ Everyone who buys a lamp as part of the campaign will receive a certificate from Little Sun by email - making a great gift idea for a loved one

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To download this press release and Little Sun info material, visit the [Little Sun media page](#).

About Little Sun

Little Sun is a social business and global project founded by artist Olafur Eliasson and engineer Frederik Ottesen to bring clean, reliable, affordable energy to the 1.1 billion people in the world living in off-grid areas without electricity. Purchasing Little Suns in areas of the world with electricity makes the products available in off-grid areas at reduced, locally affordable prices, where they provide a clean alternative to toxic and expensive fuel-based lighting and a steadfast and clean alternative to relying on the electrical grid.

Little Sun addresses the need for energy in a sustainable way that benefits off-grid communities by working with local entrepreneurs, creating local jobs, and generating local profits.

www.littlesun.com



Little Sun is a proudly certified B Corporation.

About Santa Shoebox Project

The Santa Shoebox Project is a trusted not-for-profit organization, beloved in South Africa. It is celebrating its 10th anniversary this year. Santa Shoebox is powered by an extensive network of over 46,000 supporters who pack personalized gift boxes for underprivileged children who otherwise would not receive gifts in the festive holiday season. Together, Little Sun and the Santa Shoebox Project aim to give 2,500 solar lamps this holiday season - above the 100,000 gift boxes Santa Shoebox will already provide - specifically to children who are in need of a safe and clean light source.

<http://santashoebox.org.za/>



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