

Bringing Solar Light and Hope to Ukrainian Refugees



New York City, New York Feb 22, 2023 ([Issuewire.com](https://www.issuewire.com)) - In reflection of the first anniversary of Russia's invasion of Ukraine, the amount of destruction is staggering. Millions are without access to electricity or displaced from their homes and still trying to continue their lives as best as possible. Yet, with so much tragedy and worldwide political turmoil consuming headlines, it is easy to overlook the incredible people and organizations dedicated to helping humanity.

As an impact-focused company, [MPOWERD](#) supplies portable, solar rechargeable lights and mobile chargers to people in need during humanitarian crises, natural disasters, and those living in areas without access to conventional light and power sources. Over 80,000 Luci solar lights and mobile chargers have been delivered to Ukraine and the surrounding countries since the conflict began. Through partnerships with amazing organizations and individuals hand-delivering these lights, MPOWERD can provide aid directly to individuals and families.

"This is why MPOWERD exists," Founder and Chief Business Development Officer John Salzinger affirms. "Our purpose is to help people in times of their greatest need. This year, our incredibly loyal customers and supporters have enabled us to partner with over 25 NGOs deploying Luci lights in Ukraine. We are fortunate to remain well positioned as a vehicle for positive impact."

In the past 12 months, [World Central Kitchen](#), a not-for-profit founded in 2012 by chef José Andrés, has

provided over 200 million meals and 50,000 Luci solar lights with mobile charging capabilities to people in and around Ukraine. Within 24 hours after the first bombs fell, the organization was stationed at seven border crossings in eight counties bordering or nearby Ukraine, ready to provide food and supplies to those fearfully fleeing the country.

“World Central Kitchen is grateful to be able to distribute Luci lights to the recipients of our meals,” said Jason Collis, World Central Kitchen’s Vice President of Relief. “Our mission is to provide hope through food, and it is amazing to also be able to provide light during a time of darkness.”

In addition, incredible individuals like Lena Contor, a Ukrainian woman from Pocatello, Idaho, have fundraised over \$30,000 and taken five trips to Ukraine and Poland in the last year to deliver suitcases filled with Luci lights to families living without power.

“The end is not coming soon, and while I cannot do much, light is useful because they still need to go to work, cook, or do sewing. They still have to pretend that they have a normal life. There is so much symbolism with giving light because it can give people hope just to hold on in the darkness.”

Even newly established non-governmental organizations (NGOs), like [Sunlight Ukraine](#), have mobilized university students from Ukraine Catholic University to hand out nearly 3,400 Luci lights and power banks to the elderly, people living in rural areas far from city power systems, and even people in active conflict areas like Kherson and Bakhmut.

“These Luci Pro lanterns have proven very effective,” said Sunlight Ukraine's Paul Andrews. “They’re enabling mothers to comfort and provide light for their children in underground air shelters. They’re enabling students to continue their studies, even during power blackouts. And they’re helping families to keep in touch with relatives, reassuring them that they have survived the latest missile attacks.”

With no end to the conflict in sight and millions still living in fear and darkness, providing light is a glimmer of hope and a real lifeline for families to continue on.

“Our entire team at MPOWERD is grateful to all the individuals and partners who have joined us to bring a little comfort, light, and connection to those whose lives have irrevocably been upended through this devastating war,” said MPOWERD President and CEO Seungah Jeong.

There are many ways to help get more Luci lights into the hands of Ukrainian citizens and refugees. For example, for one of our NGO partners to deliver lights, Luci solar lights can be purchased by customers through the [Give Luci Program](#) without needing to ship the physical light to the affected area. For organizations or corporations looking to purchase more significant amounts of Luci lights, please email impact@mpowerd.com.

ABOUT MPOWERD

MPOWERD is on a mission to transform lives with thoughtfully designed, clean technology. As a Certified B Corporation and Benefit Corporation, MPOWERD sets strict standards, ensuring its work enhances society and the environment. The company’s innovative products give people the power of self-reliance and moments of wonder—because everyone deserves to be empowered and inspired regardless of where or how they live. Learn more at <https://mpowerd.com/>.



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