

Prime Cargo again helps businesses to Clothing Donation

This is the third consecutive year that Prime Cargo supports the Red Cross and TV2's cooperation "Drop Your Clothes Denmark", where all Danes are encouraged to donate their used clothing to the Red Cross relief efforts. Logistics firm Prime Cargo will pick up all the clothes that companies throughout Denmark donate free of charge.

Many Danish workplaces this year are actively engaged in the clothing collection "Drop Your Clothes Denmark", and once again Prime Cargo provides free transport of the clothes from the workplaces to the Red Cross' clothing warehouse. This indispensable effort makes it possible for thousands of people to donate their used clothing on the job and thus support a good cause.

CEO of Prime Cargo, Jesper Bejstrup says:

"It has become a tradition for Prime Cargo to transport the clothes donated by businesses across the country to the "Drop Your Clothes Denmark" campaign, and there is strong support from our employees. Although it puts pressure on our resources, this is something they look forward to being part of. And they also feel proud to be part of the campaign".

Taking social responsibility

In addition to the logistical contributions to "Drop Your Clothes Denmark", Prime Cargo also participates in the campaign.

"It is important for us at Prime Cargo that we take a large social responsibility. We think "Drop Your Clothes Denmark" is a fun and unique way to help create value. So, it has actually become an annual event for our company, where we try to have a little fun" explains CEO Jesper Bejstrup.

Prime Cargo has been involved as a logistics partner to "Drop Your Clothes Denmark" from the beginning of the campaign in 2015, and Jesper Bejstrup is thrilled to follow and participate in the campaign development from year to year.

"It's both fun and exciting to be so close and see how much value can be created with something as simple as a pair of pants. It's one of the things that inspire us to be active in this process," says Jesper Bejstrup.

A fantastic support

Prime Cargo's recurring contribution to the campaign is highly valued by the Red Cross. Anders Ladekarl, Secretary General of the Red Cross, explains:

"We receive a fantastic support from Prime Cargo. Their help with the logistics work is essential for companies to participate in "Drop Your Clothes Denmark". That's why Prime Cargo makes a huge difference for the campaign, and we are very grateful for their hard work."

For further information, contact:

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