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Lifesaving Merch at the Invictus Games: new ambassadors and more lives saved



Lifesaving Merch by FUIB had already won hearts in Paris, and now, alongside every member of the Ukrainian national team, it has reached Canada for the Invictus Games, even making its way into the hands of Prince Harry. The We Are One Blood project once again proves that willpower is action that changes reality.

This year's Invictus Games have not only become an international platform for veterans' sporting achievements but have also given a vital reminder to the world of how resilient and unbreakable the Ukrainians are. A hoodie from the Volia (Will) collection of Lifesaving Merch found its way into the hands of Prince Harry, who personally showed his support for the Ukrainian team. As the founder of the Invictus Games, Prince Harry has created a global sporting event for servicemen and veterans who have suffered injuries, wounds, or illnesses during their service. This moment was not just a coincidence but a symbol of how the fight for freedom extends far beyond the battlefield.

The first ambassadors of the new Volia drop were Denys Khrystov and Tata Kepler – volunteers whose daily action is changing reality. They once led different lives but chose a greater purpose. Today, Tata packs tactical medical supplies for Ukrainian defenders, while Denys drives evacuation vehicles, rescuing those who couldn't or were too afraid to flee frontline areas.

The Ukrainian team at the Invictus Games continues to be a strong pillar of support for the Volia collection, while the merchandise supports and saves lives of their brothers-in-arms. They are not just heroes but sources of inspiration – people who keep moving forward, despite all the pain, challenges, and obstacles. Every day, they prove that willpower is stronger than the body.

The Volia drop is dedicated to unbreakable volunteers like Denys and Tata and to the Invictus Games participants whose spirit cannot be broken. Everyone who joins Lifesaving Merch, who chooses freedom and willpower in all its forms, who supports and refuses to stop, is making a vital contribution to saving lives. The 50% of all proceeds from merchandise sales go towards: tactical medical supplies, medications and equipment for paramedics, and blood deliveries to frontline areas. In January alone, the funds raised were transformed into:

- 430 packs of medical supplies for Hospitaliers
- 100 Israeli compression bandages and 53 CAT tourniquets for Blood Agents
- 2 blood deliveries for Donor UA

Additionally, Lifesaving Merch produced and donated 100 adaptive zip-up hoodies for wounded soldiers in evacuation trains and hospitals.

These are not just numbers. This is help that gives people a chance at life. And Lifesaving Merch once again proves: together, we can do even more.