

## **Lingoda helps during Corona Crisis - Europe's leading online language school awards scholarships to young professionals affected by the pandemic**

- **The younger generation affected most by the pandemic wants to improve language skills in order to help find international employment**
- **Most popular language for scholars is German - 40% of applications want to learn the language to increase their chances of finding new opportunities in Germany**

BERLIN, 26th FEBRUARY, 2021 // Lingoda, Europe's leading online language school is pleased to announce the winners of its inaugural Lingoda Language Scholarship Programme, aimed at supporting people whose careers have been impacted by the Covid-19 crisis. Lingoda has selected five lucky winners whose life-changing goals can be achieved through language learning. All winners have lost their main income due to the pandemic and will now be able to improve their language skills to ultimately increase their chances of gaining new employment.

According to the United Nations, 225 million full-time jobs were lost in 2020 due to the pandemic, causing an unparalleled hit to the global economy. Applications show that young professionals under the age of 35 and the arts and entertainment industries have been affected. In an effort to support their journey back into the workforce, winners will be entitled to a total of 1,000 hours of group language classes in the language of their choice.

Lingoda's CEO Michael Shangkuan, who has devoted his life to education, strongly believes that learning a new language has the potential to change people's lives: "With Lingoda, people are able to learn a skill that will last a lifetime. We've all seen how the past year has had a huge impact on our lives and mastering a language drastically increases the desirability for potential employers and unlocks new opportunities. This is what we want to offer these scholars."

The languages most sought after for the Programme are German, English and French. Nearly 40% of applicants chose German as the language they would be most interested in learning due to the likelihood of job opportunities, since the German labour market was not as affected as much as other areas around the globe.

### **The Winners of the Lingoda Language Scholarship Programme**

**Ekaterina Zeynetdinova** is a 26-year-old violinist and a student of the Tchaikovsky Moscow Conservatory. Due to the suspension of cultural events in Russia, she lost her main income playing as a soloist in ensembles and orchestras. Enthusiastic about the German musical scene and orchestras (especially the Berlin Philharmonic), she wants to become fluent in German to continue her studies in Germany and become "an integral part of the culture."

## PRESS RELEASE

22-year-old **Zeynep Dildar Gürcan** has had her scholarships in the fine arts, which she depended on to help support her university tuition, drastically cut due to the crisis. As a student of photography and graphic design in Turkey, she wants to learn French to further her academic research in order to "transfer Manet's art practices to digital images" and move to France, where she dreams of joining one of the best art schools.

**Galilea Matias** is 20 years of age and is currently majoring in Sustainability & Economics in the US. Last March she lost her role as site coordinator of Corbin Hill Food Project. She wants to master French as one of the international languages for diplomacy and fulfil her dream of working for the United Nations on implementing the 17 sustainable development goals that they have set.

26-year-old **Astrid Carolina Baez Triana** chose industrial design as her career path, despite knowing that the future of arts was not ideal in Colombia. Inspired by the avant-garde German design and architecture scene led by the Bauhaus movement, she dreams of working as a set designer in Germany, the country she describes as "supporting design and art careers in many ways". After losing her main income as a result of the pandemic, she wants to learn German to follow her passions.

**Vadim Fortuna** is a 33-year-old legal consultant working in the nonprofit sector. As the NGO project with whom Vadim worked defending civil and social rights lost its funding, he wants to invest in himself and learn English to raise his level of professional education. His ultimate goal is to start a legal aid project in his home country, Moldova.

---

## ABOUT LINGODA

Lingoda is the number one trusted online language school. Founded in Berlin, Germany in 2013, we provide convenient and accessible online language courses in German, English, Business English, Spanish and French to over 60,000 students worldwide. Our private and small group classes are taught by over 1,000 qualified, native-speaking teachers. With over 450,000 classes available per year and accessible 24/7, our mission is to empower even the busiest people to master a language and unlock their potential — at any time, from anywhere.

We believe in a communicative approach to language learning: mastering a language means being able to speak it with confidence. Our CEFR-focused learning materials are designed by linguistic experts and focus on meaningful topics that are applicable to our students' interests, careers and everyday lives. Thanks to our extensive rotating roster of teachers and our small group classes, students are exposed to a variety of regional accents and expressions within the same language and have the time and space to practice speaking in every lesson.

Our diverse team includes almost 150 international professionals from 30 countries and 40 languages. In 2020, Crunchbase listed Lingoda among the 10 largest online language learning companies globally. We have a score of 4.5 on Trustpilot and 75% of our reviews rated as 'excellent' because we offer a high-quality and authentic learning experience that helps students achieve their learning goals and transform their lives. For more information, visit this [link](#).



**PRESS RELEASE**

MEDIA INQUIRIES

Benedetta Bellini

International PR Manager

[benedetta.bellini@lingoda.com](mailto:benedetta.bellini@lingoda.com)

[press@lingoda.com](mailto:press@lingoda.com)

+49 (0)152 58744631