

## CHALHOUB GROUP PARTNERS WITH DUBAI CARES FOR 'THIRST FOR EDUCATION' RAMADAN 2009 CAMPAIGN

Dubai, 17<sup>th</sup> September 2009 – The Chalhoub Group is celebrating the Holy Month of Ramadan by partnering with 'Dubai Cares' for its Ramadan 2009 'Thirst for Education' campaign. With children in developing countries walking 6 kilometres on an average every day to get water, water-related issues not only trap millions of kids in cycles of poverty and poor health, but also restrain their access to education. 443 million school days are missed every year due to contaminated water<sup>1</sup>.

Through its 85 participating stores in the UAE, the Chalhoub Group is committed to help raising funds to provide children with access to clean water, by asking each customer to add AED 5 to their purchase for the 'Thirst for Education' campaign. *"Ramadan is the month of giving and caring for the community. This year, we hope our customers will join hands with us to support 'Dubai Cares' in its effort to improve children's access to quality primary education worldwide,"* says Patrick Chalhoub, co-CEO of the Chalhoub Group.

Her Excellency Reem Al-Hashimy, Chairperson of Dubai Cares said, *"Limited accessibility to quality education among children in developing countries is a significant issue affecting their progress. As part of our endeavour to provide complete integrated education solutions, Dubai Cares strives to eliminate the main underlying issues that prevent access to basic primary education, which is every child's birth right and the foundation of sustained economic growth, sound governance and effective institutions."*



<sup>1</sup> Statistics by Water Aid & Charity Water

*“We are proud to add this Ramadan campaign to our CSR programme, Chalhoub IMPACT, aiming to support local initiatives and volunteering opportunities for our teams, in the areas of education, arts & culture and the environment”, added Patrick Chalhoub.*

#### About Dubai Cares

Dubai Cares, a UAE-based philanthropic establishment, was launched in September 2007 by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai as a global mandate to improve children's access to primary education in developing countries.

Dubai Cares works in accordance with globally recognized best practices for international NGOs, and has active partnerships with organizations such as Care International, The Bill & Melinda Gates Foundation, OXFAM, Room to Read, Save the Children, Médecins Sans Frontières, UNICEF and UNRWA. It implements comprehensive primary education programs in 20 countries including Bangladesh, Bosnia-Herzegovina, Cambodia, Chad, Comoros Islands, Djibouti, Ethiopia, Laos, Maldives, Mauritania, Nepal, Niger, Occupied Palestinian Territories, Pakistan, South Africa, Sri Lanka, Sudan, Yemen and Zambia, and with Palestinian refugees in Jordan and Lebanon, to help attain the United Nations Millennium Development Goal 2 of achieving universal primary education.

To learn more, please visit [www.dubaicarees.ae](http://www.dubaicarees.ae)

#### About the Chalhoub Group

The Chalhoub Group is a leading retail, distribution and marketing powerhouse for renowned brands in the beauty, fashion and gift sectors. A regional group, based in Dubai with development platforms and external consulting services in Kuwait, Saudi Arabia, Egypt, Qatar, Bahrain, Lebanon and Syria, the Chalhoub Group represents some of the finest international brands in the region. Today, with coverage in 14 countries and expansion to neighbouring territories, as well as a portfolio of more than 280 luxury brands and the management of over 300 retail outlets - an appreciation of quality, excellence and luxury are the cornerstones of the Chalhoub Group. For more information, please visit <http://www.chalhoub-group.com/>



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Dubai Cares