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Chalhoub sponsors Smiles

By Doug Newhouse, 16 July 2009

The Chalhoub Group has confirmed its Gold Sponsorship of Miles for Smiles 2009, joining Platinum Sponsor Estée Lauder Companies Travel Retailing Worldwide.

In addition, joint organisers Row Holland (Essential Communications) and Mandy Sime (The Moodie Report) report that following last year's highly successful event, the Jumeirah Beach Hotel is allowing double the number of entries from the travel retail industry this year - 100 in total.

The event takes place on Saturday November 21, just prior to the MEDFA Conference.

"We are very pleased to be a part of Miles for Smiles this year and it is an honour to join our counterparts within the travel retail industry to support this initiative together," said Anthony Chalhoub, Joint-CEO of the Chalhoub Group

"As part of our Corporate Social Responsibility Programme, we believe that we have a role to play in our community, and what better way than to jump on this train on its journey to bringing smiles to children."

Running through the format, Row Holland said: "As last year, there will be a 5k walk or run and a 10k run with additional sections this time, including Over 50s and Fancy Dress. Participants are being asked to contribute a minimum entry donation of E.100 (\$141)each, but we hope that they will be able to raise additional funds through sponsorship," she said.

This year, for anyone who wishes to donate to Miles for Smiles as an event, rather than to individuals, a donation page has been set up on The Smile Train website. The link is: <http://www.smiletrain.org/goto/milesforsmiles09>

The organisers say that MCM will once again be providing 'fabulous bags for every contestant' and any companies that want to provide goodies inside should contact Mandy Sime at mandy.sime@themoodiereport.com (Tel: + 971 4 394 3293. Mob: +971 504 585 068).

Any individuals who would like to take part in Miles for Smiles 2009 should contact Row Holland (row@essentialcommunications.org).

You can find this article at:

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