

## **Over 1,200 school bags distributed to UAE children through Chalhoub Group**

**Author:** BI-ME staff

**Source:** BI-ME

**Published:** Sun November 1, 2009 4:58 pm

---

UAE. Chalhoub IMPACT, the Corporate Social Responsibility Program of the Chalhoub Group, marked the end of its 2009 'Gift of Giving' campaign with a special event at Bilal Bin Rabah Centre in Dubai, during which Chalhoub Group employees distributed school bags to over 400 children.

In total, the Chalhoub Group gathered over 1,200 school bags with supplies to offer to underprivileged children, in partnership with the UAE Red Crescent.

"We are delighted by the enthusiasm our employees showed for our second edition of the 'Gift of Giving' campaign, in partnership with the UAE Red Crescent.

Promoting education for young children in the region is a key focus of our CSR program, Chalhoub IMPACT, and we hope that our event will bring smiles to these children," commented Patrick Chalhoub, Joint CEO of the Chalhoub Group.

The 'Gift of Giving' campaign, by which Chalhoub Group employees contribute school supplies for children in need, started during Ramadan this year, and collected 2,681 care packs from across the region.

The end of the campaign was celebrated on Thursday in the UAE with a dedicated 'kids party'. More than 400 children received school bags and supplies as well as enjoyed a fun day filled with games and activities.

"This is the second year the Chalhoub Group has contributed to the school bag program, which is growing every year. We are very pleased that we can offer these to the children of the Bilal Bin Rabah school, and to continually partner with companies like the Chalhoub Group" added Mr Zarooni, Manager of the UAE Red Crescent Society.