

The Chalhoub Group becomes Smile Train gold sponsor

Bill Lumley

16-Jul-2009

Number of entrants set to double for cleft charity event before Middle East Duty Free Association conference 2009

The Chalhoub Group has confirmed its gold sponsorship of the Miles for Smiles 2009 event, in aid of the world's largest cleft palate charity The Smile Train, joining platinum sponsor Estée Lauder Companies Travel Retailing Worldwide. Joint organisers Essential Communications owner Rowena Holland and The Moodie Report commercial director Mandy Sime have announced that the Jumeirah Beach Hotel is to admit double the number of entrants from the travel-retail sector this year or 100 in total. The event will take place on Saturday November 21, immediately before the Middle East Duty Free Association (MEDFA) conference.

The Chalhoub Group joint CEO Anthony Chalhoub commented: "We are very pleased to be a part of Miles for Smiles this year and it is an honour to join our counterparts in the travel-retail industry to support this initiative together. As part of our Corporate Social Responsibility Program, we believe 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?"

As at last year's event, there will be a 5km (3 miles) walk or run and a 10km (6 miles) run with additional sections this time, including Over 50s and Fancy Dress. "Participants are being asked to contribute a minimum donation of €100 (\$140) each, but we hope that they will be able to raise additional funds through sponsorship," said Holland.

This year, for anyone who wishes to donate to the Miles for Smiles event, rather than to individuals, a donation page has been set up [on The Smile Train website](#).

Since March 2000 the charity has provided free cleft lip and palate surgery for more than 500,000 children, particularly in countries where parents are unable to fund the operation.

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