



The Chalhoub Group signs as Gold Sponsor for 'Miles for Smiles' in support of The Smile Train – 16/07/09

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By Martin Moodie



INTERNATIONAL. The Chalhoub Group has signed as a Gold Sponsor for the second 'Miles for Smiles' fund-raising run to be held in Dubai on 21 November on behalf of leading cleft charity The Smile Train (www.SmileTrain.org).

Chalhoub joins Platinum Sponsor The Estée Lauder Companies Travel Retailing Worldwide.

Joint organisers Rowena Holland (Essential Communications) and Mandy Sime (The Moodie Report) said that race host 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 prior to the MEDFA Conference and Dubai Duty Free Golf World Cup.

"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. 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 bring smiles to children," commented Chalhoub Group Joint-CEO Anthony Chalhoub.

[Click on the arrow in the video screen to view Miles for Smiles 2008 – Film courtesy of Marshall Arts International](#)

"With the support of The Estée Lauder Companies Travel Retailing Worldwide and now The Chalhoub Group, plus the agreement of the Jumeirah Beach Hotel to allow us to increase the size of the event, we are looking forward to another fabulous fundraising day in aid of The Smile Train," said Mandy Sime.

MCM will again be providing gift bags for every contestant.

Anyone wishing to take part in Miles for Smiles 2009 should contact Rowena Holland (row@essentialcommunications.org). "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 €100 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 www.smiletrain.org/goto/milesforsmiles09. The organisers hope to raise US\$150,000 even in this troubled year. All donations, large and small, corporate and personal, are much appreciated.

ABOUT THE SMILE TRAIN

The Smile Train is the world's largest and most effective cleft charity. Since March 2000 it has provided free cleft

surgery for over 500,000 children, particularly in emerging countries where parents are unable to fund the operation. For as little as US\$250, and in as little as 45 minutes, this true, modern-day medical miracle can change a child's life forever. The travel retail industry has donated an estimated US\$1.2 million to the cause over the past two years, a figure that is expected to rise sharply this year thanks to the ongoing support of a number of organizations, notably DFS Group, The Estée Lauder Companies Travel Retailing Worldwide and The Patrón Spirits Company.

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