

# Campari Group donates 1 million euros to public healthcare institution ASST Fatebenefratelli Sacco in Milan for the Coronavirus emergency

By **Jas Ryat** on March, 19 2020 | Industry News



# StrongerTogether

Italy based Campari Group will donate € 1 million to public healthcare institution ASST Fatebenefratelli Sacco in Milan, center of national excellence in the research and treatment of highly contagious and dangerous diseases, a reference point dealing with patients critically affected by Covid-19. The sum will be used to finance an Intensive Care Operational Unit to hospitalize patients positive to Covid-19 and in the most critical conditions as well as to supply a negative pressures system equipped with 10 resuscitation kits.

Leigh Irvine, Managing Director Global Travel Retail, Campari Group shares, "The current emergency has necessitated new regulations being imposed on how we all live our lives in the short term. The normal freedoms that we all take for granted, the conviviality of moments with friends and family, so often involving our brands must, for now, be curtailed. So we asked ourselves what contribution we could make to society in this hiatus and the result is this initiative to help support Milan, the home of 1

Campari, and the important work that doctors and health workers are doing by funding an ICU unit at the ASST Fatebenefratelli Sacco. We are inviting our Camparistas, customers and consumers to make their own donation too.”

Donations can be made by deposit into ASST Fatebenefratelli Sacco bank account: IBAN: IT 57 W 03111 01603 000000009130. Purpose of the Payment: Campari supports Sacco for Covid-19 emergency.

Milano, Campari Group is by your side in these difficult times. # StrongerTogether