

# Dubai Duty Free pledges 3 million AED to “100 Million Meals” campaign

مبادرات محمد بن راشد آل مكتوم العالمية  
Mohammed Bin Rashid  
Al Maktoum Global Initiatives

We are honored to support the ‘100 Million Meals’ campaign organized by Mohammed Bin Rashid Al Maktoum Global Initiatives. This is very much in line with our commitment to Social Responsibility principles that contribute to the UAE’s goal of extending a helping hand during this Holy month of Ramadan.

**Colm McLoughlin,**  
Executive Vice Chairman and CEO of  
Dubai Duty Free

Send the word (Meal)

	1038	1037	1036	1035	1034
Number	1038	1037	1036	1035	1034
Dirham	500	300	100	50	10
Meals	500	300	100	50	10

8004999

100MillionMeals.ae

The campaign aims to provide food parcels for disadvantaged individuals and families across 20 countries in the Middle East, Asia and Africa during the Holy Month of Ramadan

Through its foundation, Dubai Duty Free has pledged 3 million AED to the “100 Million Meals” campaign, which aims to provide food parcels for disadvantaged individuals and families across 20 countries in the Middle East, Asia and Africa during the Holy Month of Ramadan.

The donation will help provide three million meals to beneficiaries in countries including Egypt, Pakistan, Angola, Uganda, Jordan, Lebanon and Syria.

“We are honored to support the ‘100 Million Meals’ campaign organized by Mohammed Bin Rashid Al Maktoum Global Initiatives (MBRGI). This is very much in line with our commitment to social responsibility principles that contribute to the UAE’s goal of extending a helping hand during this Holy month of Ramadan.

This great initiative by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, represents an exceptional opportunity for Dubai Duty Free to celebrate the values of giving through the humanitarian effort of reaching out to those in need and alleviating hunger and malnutrition in the developing world,” says Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free.

The MBRGI is carrying out the campaign, in collaboration with the United Nations’ World Food Programme, the Mohammed bin Rashid Al Maktoum Humanitarian and Charity Establishment, the

Food Banking Regional Network and a group of local charity and humanitarian organizations in beneficiary countries to ensure food parcels are safely delivered to disadvantaged families.

The “100 Million Meals” campaign promises to distribute food parcels that meet nutritional requirements, in coordination with local food banks in beneficiary countries, to complement global humanitarian efforts to combat hunger and malnutrition. Every AED1 provides the basic food items that can prepare one meal in the targeted countries.

### **Donation channels**

Donations to the “100 Million Meals” campaign can be made four ways. First, on the campaign’s website: [www.100millionmeals.ae](http://www.100millionmeals.ae); second, by contacting the campaign call center on the toll-free number 8004999; third, via the designated bank account through Dubai Islamic Bank (AE08 0240 0015 2097 7815 201); and fourth, by sending “Meal” by SMS on Du and Etisalat UAE numbers listed on the website.