

WEBB Banks joins Bahamas road to recovery



WEBB Banks collaborates with industry partners to engage in Bahamas relief

Miami-based wine and spirits distributor WEBB Banks has partnered with volunteer organization Third Wave Volunteers to bring aid to the northern Bahamas, which has been devastated by Hurricane Dorian.

Americas Duty Free spoke with WEBB Banks Supplier Relations Manager Drea Consuegra as she set foot on a plane to the Bahamas to aid relief efforts.

“We have helped raise over half a million dollars for Third Wave in the week following Hurricane Dorian. This rapid mobilization can largely be attributed to our incredible industry friends and partners, particularly companies like the Edrington Group, Tito's Vodka, Terra, Rodney Strong and

Jagermeister, whose support has been critical in getting our campaign started,” said Consuegra.

The partnership with Third Wave Volunteers, announced just a few weeks before the hurricane, was based on the idea that WEBB Banks could leverage their experience and relationships working in the Caribbean Basin to help the volunteers establish themselves in the days following a natural disaster and maximize their impact. More than a corporate sponsorship, it is a truly unique pairing in the way it marries the strengths of the two organizations to help people in need. Drea added that “eventually, our intention is to raise funds to send Third Wave to all of our markets to establish distribution plans, relationships with potential partner organizations and also train local volunteers on emergency medical tactics; how to prepare for a hurricane and how to organize effectively as a community after one. We all thought it would be much more compelling to work on a project that empowered people, in addition to helping them out in their time of need,” she explained.

The partnership works in unison as volunteers help locate friends or loved ones of WEBB Banks on the islands that need help.

As news of destruction made waves around the globe, Consuegra described the situation from Miami as “bleak”. “There are many rumors flying around and misinformation is widespread - in addition to reports of violence and looting. Essentially, it will be impossible to gauge the impact until we get there. However, everyone expects a very long recovery period,” she said.

Upon arrival, Consuegra planned to join volunteer efforts to help look for missing people and set up a system for the distribution of aid in a sustainable way.





Bahamas looks forward to recovery as rescue efforts are in full effect

To make a financial donation, please reach out to: Through the Crowd Rise fund PayPal (thirdwavevolunteers2018) and Direct Deposit via Third Wave Volunteers Citibank Business: Account number 9145817339; Routing number 266086554 and SWIFT code CITI US 33.