

Duty Free Americas raises \$350,000 for charity



Falic brothers (from left) Leon, Simon and Jerome present cheque for US\$350,000 to Don Eachus, Director of Development at Joe DiMaggio Children's Hospital Foundation and Memorial Foundation

Duty Free Americas (DFA) flexes its philanthropic muscles by organizing an annual golf tournament in aid of a different charity each year.

This year, the 6th Annual Duty Free Americas Golf Tournament took place in the elegant setting of the Trump National Doral Country Club in Miami, Florida, on February 6, in aid of the Joe DiMaggio Children's Hospital Foundation.

More than 350 people attended from across the industry, with vendors from many categories, including liquor, beauty, confectionery, sunglasses and watches. Several members of the family also tried their luck on the golf course, namely Miro, Joseph, Dov and Samuel Falic.

Co-sponsored by DFA and the Falic Family Foundation, the event raised an impressive US\$350,000. The sponsors were among the top industry names and prestigious brands. Diamond sponsors were Diageo, Edrington, Moet Hennessy, Pernod Ricard; Platinum sponsors: Altria, Campari, Diplomatico Rum, Clarins, Webb Banks, Zimpex; and Gold sponsors: Bacardi, Beam Suntory, Brown-Forman, InnoTri, Labatt and Sazerac. There were also Silver and Bronze sponsors, along with other donations made by suppliers.

"This year we chose Joe DeMaggio, being that it is a local hospital and has an amazing children's

department for all types of issues. It is also only one of two hospitals in Florida that do children's heart transplants among many other facilities for children," DFA's Leon Falic told *Americas Duty Free*.

To appeal to more people, the event has also offered tennis for the last several years since some participants prefer playing tennis over golf.

As well as sport, the packed event schedule included breakfast, lunch, spa appointments, a cocktail party, a dinner reception and a silent auction.









