

Dubai Duty Free pair scale the roof of Africa for a cause

By **Hibah Noor** on August, 13 2019 | Retailers



Dubai Duty Free Executive Vice Chairman & CEO Colm McLoughlin and COO Ramesh Cidambi congratulate Binaya Regmi and Reuben Wanjiku

Two Dubai Duty Free shopfloor employees have scaled the highest summit of the tallest free-standing mountain in the world - Mount Kilimanjaro.

The climb was part of the operation's on-going support for the Dubai-based charity organization, Gulf For Good (G4G), which raised AED400,444 (US\$110,000) for charity on this trip.

The amount raised, which includes a Dubai Duty Free contribution, will be donated to two charities. The Larchfield Charity Organization helps build and operate a purpose-built children's home, initially for 60 children, but phased to accommodate eventually up to 300 in Dar es Salaam. The Foundation of African Empowerment is building three classrooms to give 200 students access to education at the Enjoro Maasai village in Northern Tanzania.

The two Dubai Duty Free employees, Reuben Wanjiku, a beauty consultant, and Binaya Regmi, a sales assistant, along with 43 like-minded adventurers completed the nine-day (July 5-13) trekking challenge. This extreme test of fitness to the summit Uhuru Peak at 5,895 meters remains the highest point in Africa.

The two employees underwent three months of training through weekly sessions.

Dubai Duty Free Executive Vice Chairman & CEO, Colm McLoughlin, along with Ramesh Cidambi, COO, congratulated the pair.

McLoughlin said:” We are delighted to be a part of another successful event supporting Gulf for Good and its two sponsored charities. I couldn’t be prouder of our employees and their dedication to giving back. Year after year, we have staff stepping forward to actively participate in different charitable initiatives which raise much needed funds for worthy causes.”

The challenge also gave them an opportunity to visit Enjoro Primary School in Northern Tanzania and spend time interacting with the children and meeting staff, seeing firsthand how the funds raised will be used to benefit the students.

Through its corporate responsibility department, Dubai Duty Free supports many worthy causes and is keen to work with causes that benefit children.

This is the fourth time that Dubai Duty Free has participated in the Gulf for Good Challenge. Previous events have included The Great Asian Cycling Challenge in Vietnam and Cambodia, The High Atlas Challenge held in Morocco, and The Annapurna Base Camp Trek in Nepal.