LuLu launches Donation Drive for Special Olympics World Games Abu Dhabi

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LuLu unveiled its donation campaign as part of its sponsorship of the most anticipated sports and humanitarian event of the year, Special Olympics World Games Abu Dhabi 2019 (SOWG). The Memorandum of Understanding (MOU) signing event was attended by LuLu Group International CEO Saifee Rupawala, SOWG CEO Peter Wheeler, SOWG local organising committee and LuLu dignitaries at LuLu Hypermarket, Khalidiyah Mall, Abu Dhabi.

The MOU states that the initiative encourages customers to donate AED 1 or more along with every purchase at any LuLu cash counter. Also, donations can be done online through www.luluwebstore.com (http://www.luluwebstore.com/).

To be hosted in the UAE, from 14th to 21st March, SOWG will feature over 7,500 athletes from more than 190 nations. The athletes will compete in 24 Olympic-style sports in nine venues across Abu Dhabi and Dubai.

Speaking on the occasion, LuLu Group International CEO Saifee Rupawala said: “It is a great privilege and honour to be associated with such a global humanitarian event that will unite all segments of society from around the world and spread awareness about the abilities of these great athletes of determination.”

SOWG CEO Peter Wheeler said: “The support of partners such as LuLu Group International will ensure we are able to stage the most unified Games in Special Olympics history. This is pivotal for the 7,500 plus athletes who are attending and for whom these Games will be a catalyst for long-term positive social change across the globe.”

Several events and initiatives are being held across the UAE in the run up to SOWG to help spread awareness about the Special Olympics movement and encourage the integration of people of determination into local communities.

“We urge every resident of this great country to support SOWG by donating as much as they can, especially in this Year of Tolerance,” Rupawala added.

Besides being well-known for its wide product range and outstanding customer service, LuLu has always been a key promoter of sustainability, environment protection, and social initiatives across the globe. Over the years, the region's top retailer has initiated many projects towards these advocacies and will continue to do so in the future.