LuLu launches Ramadan Sharing is Caring donation drive

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THIS IS 8th YEAR IN SUPPORT OF DUBAI CARES

LuLu, the largest hypermarket chain in the Middle East, is launching “Sharing is Caring”, an annual campaign from leading brands Maggi, RS, Al Shifa in LuLu stores with the support of Integral Shopper that promises an AED 1 donation to Dubai Cares for every discount coupon redeemed by customers. From 14th April till 26th May, customers can avail the instant cash discount coupons, with the initiative running across LuLu stores in the UAE.

LuLu Group International Director Salim M.A said: “This is 8 years in a row, LuLu is carrying out this humanitarian initiative, Sharing is Caring campaign. Since 2013, AED 550,000 has been donated to Dubai Cares with the support of LuLu shoppers who redeemed their coupons. We are grateful to our partners who have been making this campaign possible, thereby truly reflecting the spirit of giving this Ramadan season.”

His Excellency Dr. Tariq Al Gurg, Chief Executive Officer at Dubai Cares and Member of its Board of Directors said: “We are excited to once again have Lulu Hypermarkets supporting Dubai Cares’ educational programs through its Sharing is Caring campaign during the holy month of Ramadan. As the world is witnessing an education emergency because of the COVID-19 pandemic, it is important to stand together to ensure that children and youth in developing countries are able to continue their education in such challenging times. I am confident that a small donation from Lulu’s millions of loyal customers can make a positive impact on the future of thousands of underprivileged children and youth in these countries. Such support will certainly help us reach out to many more children and youth around the world and help transform their lives and that of future generations.”

All-time favorite products, Soups, Paste, Mixes, Sauces, Cubes, Coconut Milk Powder, Olive Oil & Honey for Ramadan’s special cooking have joined the Sharing is Caring campaign with attractive offers to support the cause.

“Holy Ramadan is a very important season for our brands. We know that a big chunk of the UAE shoppers will favor packaged food with the best promotions during this period Providing them with Instant Cash Discount coupons will enable them to do great savings.

Combined with the donation program towards Dubai Cares we will be able to help children in need, change consumer behavior in more sharing & caring and open doors to new beginning" said Mr Elias Eid, Business Development Manager, Lifco Group.

"In today's Covid19 context, solidarity, charity and philanthropy are essentials. We need to stand for our values and beliefs. Therefore, and despite economic pressure, we, at Integral Shopper, wanted to maintain the Sharing is Caring campaign, initiated 7 years ago, combining savings for the UAE shoppers and Donation to Dubai Cares.

We would like to thank Dubai Cares for the amazing work they are doing daily. We are proud to support them through our modest contribution. We also would like to thank LuLu for opening their platform and supporting this initiative since it started. Last but not least, this campaign could not happen without the support of our esteemed and loyal brand partners like Nestlé Maggi and Lifco. Thank you." Cécile Lamaure, Integral Shopper Sales and Marketing Director

In addition to being well-known for its wide product range and outstanding customer service, LuLu has always been a key promoter of social initiatives, sustainability and environment protection 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.

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