

Dubai Duty Free contributes to 1 Billion Meals Endowment campaign



An ad commemorating Dubai Duty Free's contribution at the Dubai Financial Center

Coinciding with the holy month of Ramadan, [Dubai Duty Free](#) has announced a contribution of AED 20 million (US\$5.45 million) toward the [1 Billion Meals Endowment](#) campaign, launched by His Highness Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

According to a press release, the aim of the campaign is to "launch the largest Ramadan food aid endowment fund within a sustainable framework."

Organized by Mohammed bin Rashid Al Maktoum Global Initiatives, the campaign offers new opportunities for individuals, businesses and influential philanthropists who wish to contribute, and helps promote the culture of endowment in the community.

Dubai Duty Free pledged to contribute a total of AED 20 million (US\$5.45 million) from its Foundation over a period of three years to help implement sustainable measures to fight and eradicate hunger around the world.

Colm McLoughlin, Executive Vice Chairman and CEO of Dubai Duty Free, said, "The 1 Billion Meals Endowment campaign is an inspiring new initiative that aims to provide sustainable food aid to underprivileged populations on a large scale. We are honored for our Foundation to participate in the campaign's endowment fund and to help alleviate the suffering of fellow humans."

"UAE's humanitarian and charity initiatives continue to gather momentum every year, with this year's campaign fully demonstrating the country's commitment to the global fight against hunger," he added.

"The 1 Billion Meals Endowment campaign builds on the success of previous food aid campaigns starting with the 10 Million Meals campaign in Ramadan 2020, which exceeded its target and provided 15.3 million meals," notes the press release. "This was followed in Ramadan 2021 by the 100 Million Meals campaign, which doubled its target and distributed 220 meals thanks to the contributions of 385,000 donators from 51 nationalities. Later, 1 Billion Meals launched in Ramadan 2022 and hit its target in under a month, providing meals in 50 countries around the world with the support of 320,868 donators."

In collaboration with Nasdaq Dubai, Dubai Duty Free rang the symbolic market opening bell led by Ramesh Cidambi, Chief Operating Officer of Dubai Duty Free, as a token of appreciation and recognition for the significant support to the 1 Billion Meals campaign. Cidambi was joined by Salah Tahlak, Joint COO; Dr. Bernard Creed, SVP - Finance; Sinead El Sibai, SVP - Marketing; Olympia Pineda, Manager - Corporate Responsibility Department and Mary Joy Castor, HSE Specialist, Corporate Responsibility Department, along with senior officials from Mohammad Bin Rashid Al Maktoum Global Initiatives (MBRGI) led by Dr. Abdulkareem Al Olama, Chief Executive Officer and some top officials of Nasdaq Dubai including Khalifa Rabba, Chief Operating Officer, Dubai Financial Market and Fatma Al Hammadi, Chief Marketing Officer, Dubai Financial Market.