

Friends-International named WiTR charity for 2019



Friends-International is a leading social enterprise building the futures of the most marginalized children and youth

Women in Travel Retail (WiTR), the membership organization for women in the travel retail industry, has announced that its charity for 2019 is Friends-International.

Friends-International is a leading social enterprise saving lives and building the futures of the most marginalized children and youth, their families and their communities via projects in South East Asia and across the world.

Based in Phnom Penh and Siem Reap, Cambodia, Friends-International has projects in Cambodia, Laos, Thailand, Indonesia and Switzerland (serving Europe).

WiTR will be raising funds to give beauty salon training for 24 young women, aged 16 to 24, in Siem Reap. This will also allow them to provide for their children and siblings, improving the lives of 100 women and children.

This year's charity was chosen from seven nominated by WiTR members - three in Cambodia, two in India, one in Bangladesh and one in the US.

"Just reading the nominations makes us realize how much misery, illness and poverty exist in the world and how those of us who are lucky enough to have security, in our jobs and at homes, need to reach out and help others," said WiTR Chairman Sarah Branquinho.

Various fund-raising initiatives will be run by WiTR members throughout the year, culminating in the annual meeting and raffle at TFWA World Exhibition in October.

“Every year we are amazed at the generosity of our industry in helping us to meet our ambitious targets. We are always enormously grateful for every contribution, however small, and of course, though WiTR is a women’s organization, donations are accepted from our male colleagues,” added Vice Chair Gerry Munday.