

DFS launches charity campaign in Mid Pacific to support fight against cancer

DFS Group has launched its “DFS Cares” campaign, the retailer’s first local charity campaign in Guam and Saipan. While T Galleria by DFS, Guam and Saipan have both been avid supporters of local charities for many years, this campaign marks the first time the locations are inviting their local communities to participate in fundraising. This year, DFS has selected Guam Cancer Care and Commonwealth Cancer Association as its beneficiaries.

The mission of Guam Cancer Care is to provide support to all individuals affected by cancer. Through patient navigation and advocacy, the organization strives to enhance assistance throughout the screening and treatment process. Additionally, by minimizing barriers to financial assistance, cancer education, and other support services, it ensures patient satisfaction throughout the continuum of cancer care.

Similarly, Commonwealth Cancer Association aims to advocate for a cancer free CNMI through early detection, public education and awareness about cancer prevention and screening, and to provide hope and support for cancer patients, survivors, and their families through community partnerships and programs.

"This is the first ever charity campaign for the division. The initiative of this campaign is to continue our commitment to support the community we live and work in and raise funds for a cause that is very close to our hearts," says Rachel Tan, Vice President Operations Mid Pacific, DFS Group.

From now until October 31, DFS will leverage its extensive retail network in Guam and Saipan to promote cancer awareness, share information about Guam Cancer Care and Commonwealth Cancer Association’s services, and provide a mechanism for contribution by customers and staff.

Additionally, there will be special in-store promotions to celebrate the launch of “DFS Cares” and raise funds. On select fashion merchandise, for every item purchased under the campaign, DFS will donate US\$5 to either Guam Cancer Care or Commonwealth Cancer Association, depending on the location of purchase.

Customers will also have the opportunity to participate in a stamp rally for chances to win exclusive prizes donated by T Galleria by DFS, Guam and hotel partners including Tsubaki Tower, Westin Resort, Pacific Islands Club and Hyatt Regency Guam Hotel in Guam. Other donations will come from T Galleria by DFS, Saipan, The Shack and hotel partners including the Hyatt Regency Hotel, Eland Group and Grandvrio Resort in Saipan.