

Dubai Giothon raised over Dh400,000 to aid Philippine typhoon victims

October 10th, 2009, Hong Kong

Jointly organized by Giordano Middle East and the Philippine Business Council (PBC), the Giothon Hakbang Buhay Walk for Life was held yesterday morning at Dubai's Safa Park under the auspices of the Dubai Chapter of the Red Crescent Authority. The walkathon successfully attracted 8,000 participants and raised over Dh400,000 (approximately HK\$840,000) for the Philippine National Red Cross to aid people affected by the deadly string of typhoons that hit the country recently. The walkathon also received support from the Philippine Consulate General in Dubai and Western Union.

"It went very, very well, better than expected. We ran out of t-shirts and giveaways, but people still came and donated money and took part, which was the aim. It was also good to see friends and colleagues who are non-Filipinos in the crowd," remarked Lucille Ong, Chairperson of the Philippine Business Council.

"Giordano aims to be a responsible corporate citizen and we are honored to be able to assist in this worthy cause. The turnout has been much better than expected. Not only did the Filipino community turn out in force, a lot of people from both the expatriate and the local community also participated. It was really heartwarming to see so many people from such diverse backgrounds coming together to help typhoon victims thousands of miles away. It was truly a "World Without Strangers" at the walkathon yesterday," said Mr. Ishwar Chugani, Executive Director of Giordano Middle East.

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Photo caption:

The Philippine Consul General addresses participants at the kick-off ceremony of the Giothon Hakbang Buhay Walk for Life held on October 9, 2009.



Photo caption:

Over 8,000 people participated in the Giothon Hakbang Buhay Walk for Life held at Dubia's Safa Park to raise over Dh400,000 (about HK\$840,000) to help typhoon victims in the Philippines.

About Giordano:

Giordano is a leading international retailer of men's, women's and children's apparel under the brand names *Giordano*, *Giordano Concepts*, *Giordano Ladies*, *Giordano Junior* and *BSX*. Established in 1981, Giordano now operates over 1,900 stores and counters in Greater China, Japan, Korea, Southeast Asia, Australia, India and the Middle East.

About Giordano Fashions Middle East:

Established in 1993, Giordano Fashions Middle East (Giordano Middle East) is a joint venture between Emirates Trading Agency of Dubai and Giordano International Limited. Giordano Middle East operates over 200 stores and counters in the Middle East and Central Asia.

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