

## Press Release : 27-July-2008



Mohammed Bin Rashid Al Maktoum Humanitarian & Charity Est in cooperation with Emke group of companies aims to foster the spirit of Ramadan by introducing the Gift card. The Gift Card is a collaborative effort between Mohammed Bin Rashid Al Maktoum Humanitarian & Charity Est and Emke .This Gift card allows destitute citizens to acquire food items from all the Lulu Hypermarkets across the UAE. By giving out this card, Mohammed Bin Rashid Al Maktoum Humanitarian & Charity Est and LULU aims to further foster the spirit of charity thru out the Holy month of Ramadan.

This Agreement has been signed by H.E. Ibrahim Mohd Bumelha, Director of Mohamed Bin Rashid Al Maktoum Humanitarian & Charity Est and Mr. Yusuff Ali M.A, Managing Director of Emke Group of Companies at a function held in Lulu Hypermarket, Al Qusais, Dubai on 26th August 2008 at 10.30 am.