Yussuff Ali to provide 125,000 meals in support of the '10 Million Meals' campaign by donating Dh.1 million

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Dubai, UAE, 24 April 2020 – The '10 million meals' campaign, the UAE's biggest food distribution drive, continues to receive continuous donations from businessmen, companies, institutions and individuals. The Indian businessman, Yusuff Ali MA, Chairman of LuLu International Group, donated Dh1 Million to provide 125,000 meals to communities affected by the coronavirus (COVID-19) outbreak in the UAE.

In contribution to the campaign that was launched under the directiveness of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai, and led by his wife Her Highness Sheikha Hind bint Maktoum bin Juma Al Maktoum, Chairperson of the Board of Trustees of UAE Food Bank, the amount donated by the businessman will provide 125,000 meals and food parcels to communities affected the most by the coronavirus and will ensure they are delivered to the targeted groups in their locations throughout the country, in time for the holy month of Ramadan.

The Flow of Donations Continues

Since the launch of the campaign, contributions continue to flow from community members, businessmen, public and private sectors, humanitarian and social work agencies, and philanthropists in support of the largest food distribution drive organised by Mohammed bin Rashid Al Maktoum Global Initiatives, in cooperation with the Community Solidarity Fund Against COVID-19.

Humanitarian Initiative

In a statement, Yusuff Ali said the '10 million meals' campaign launched by Her Highness Sheikha Hind bint Maktoum bin Juma Al Maktoum, His Highness Sheikh Mohammed bin Rashid Al Maktoum's wife, is one of the distinguished humanitarian initiatives, as it coincides with the holy month of Ramadan, and aims to extend a helping hand to the needy families and the groups most affected by the pandemic.

Yusuff Ali noted that these small measures are the simplest gesture we can do to support the needy in such times. His eagerness to contribute to the humanitarian campaign is considered a social responsibility and he is calling on all those who are able to contribute so we can achieve this noble goal, stressing that the UAE has a great advantage over everyone who lives or works on its good land, and this is a time to support in light of the current challenges facing the lower income groups.

He added that these honorable initiatives launched by the wise leadership in the UAE and the UAE's people are remarkably contributing to the fact that we live in the capital of humanity and charitable work in the world, especially since the leadership provides everyone with a good example in calling for solidarity and community synergy to overcome the challenges that are facing the world.

The '10 million meals' campaign aims to provide nutritional support that supports the needy families, and the groups most affected by the current conditions, in conjunction with the month of giving.

LuLu Group International, headquartered in Abu Dhabi, United Arab Emirates, is a highly diversified conglomerate with successful business entities in strategic locations worldwide. It is a world-renowned purveyor of an international business portfolio that ranges from hypermarket operations to shopping mall development, manufacturing and trading of goods, hospitality assets, and real estate. LuLu Group mainly operates in 22 countries located across the Middle East, Asia, US, and Europe.