



## **Nestlé Pakistan Employees Donate Blood**

**LAHORE, June 17, 2015:** Nestlé Pakistan marked World Blood Donor Day by organizing blood donation camps, in collaboration with Fatimid Foundation, for company employees at four locations across Pakistan.

The blood donation activity in Lahore, Sheikhpura, Kabirwala and Karachi was conducted as part of the company's Employee Volunteer Programme, *Mashal-e-Rah*, a platform through which Nestlé employees can give back to society.

The theme for this year's World Blood Donor Day was *'Thank You for Saving My Life'*.

According to Fatimid Foundation, around 1.1% of the population in Pakistan donates blood per annum, which is approximately 2.2 million units of blood collected every year. However, Pakistan's approximate requirement per annum is 3.6 million units of blood. Only 10% of this comes from volunteer donors.

Head of Corporate Affairs, Nestlé Pakistan, Waqar Ahmad said on the occasion, "Donating blood is a small act by the donor but it is crucial for the recipient's life. The blood donation camps across the country give our employees the opportunity to volunteer and help those in need. This is not only in line with the values of Nestlé Pakistan but also complies with the spirit of Ramazan, which is just around the corner. We would be keen to be a part of similar opportunities in the future.

Mr. Rumi Dossal, Chief Operating Officer and Secretary of the Trust at Fatimid Foundation, said, "We regularly arrange blood donation camps and were really pleased when Nestlé Pakistan reached out to us on its own and asked us to set up donation camps at various sites. It is always good to see such spirit. We hope this will be an ongoing activity."

Fatimid Foundation is a non-profit organization, which has over 12,000 registered patients. It provides blood to people who suffer from Thalassaemia, Hemophilia and other blood-related disorders.

### **About Nestlé Pakistan**

*Nestlé Pakistan is the leading Nutrition, Health and Wellness company in Pakistan; meeting and exceeding all the international standards in manufacturing of their products. Nestlé Pakistan believes in creating shared value for the communities in which it operates with the focus being on Nutrition, Water and Rural Development. Nestlé Pakistan works with thousands of farmers for collecting milk and engages in a number of rural development programs for community development.*

**For more information, please contact:**

Aatekah Mir-Khan

Farah Asim

Corporate Media Relations Manager, Nestlé Pakistan  
Cell: 042-35988119  
Email: [aatekahahmad.mirkhan@PK.nestle.com](mailto:aatekahahmad.mirkhan@PK.nestle.com)

Account Director, CMC  
Cell: 0345-2022060  
Email: [f.asim@cmc.com.pk](mailto:f.asim@cmc.com.pk)