



Nestlé Pakistan donates 78,000 liters water for flood victims; also providing livestock support

Lahore, July 29, 2015: Nestlé Pakistan has donated 78,000 liters of Nestlé Pure Life water to the Provincial Disaster Management Authorities (PDMA) of Punjab and Khyber Pakhtunkhwa for distribution to people affected by the recent floods.

The floods have displaced hundreds of thousands of people and caused immense damage to crops and livestock. The donation of bottled water will help alleviate suffering of flood-affected communities in Chitral, as well as Layyah, Muzaffargarh, Rajanpur, and Rahim Yar Khan districts.

Waqar Ahmad, Head of Corporate Affairs at Nestlé Pakistan, said, "We are glad to come to the aid of the flood affectees and provide them with clean drinking water. In addition to basic hygiene, clean drinking water is a key ingredient in safeguarding the health and wellness of the people and Nestle Pakistan is wholly committed to this objective."

Through further collaboration with the Livestock Department of Government of Punjab, Nestlé is planning to organize 500 help camps to provide medical assistance to approximately 12,000 animals and support 20,000 farmers in flood-affected areas. It will also distribute 3,000 bags of CFM ('vanda'), and 7,000 tons of silage bales to the farmers in the above mentioned areas.

The Director General PDMA Punjab, Mr. Jawad Akram has expressed sympathies for the flood victims. In a statement, he said, "We are in unison with our flood affected brothers in these trying times and have empowered the Punjab government to supply water and edible items to flood victims at all levels through our local management. It is commendable that Nestle Pakistan has also donated 78,000 liters mineral water bottles to PDMA Punjab for the flood victims. The government and PDMA Punjab thank Nestle Pakistan for this support."

The representative of the National Disaster Management Authority (NDMA), Major General Asghar Nawaz has welcomed the donation of 78,000 liters fresh water made by Nestle Pakistan for the flood relief effort in the Punjab. He said "It is noble gestures like this that prove of great help in a time of national crisis when relief and disaster management agencies can use all the assistance available. We are continuing to aid relief operations in all parts of the country, particularly in the Punjab and Khyber Pakhtunkhwa, and I am confident that other companies will follow the example of Nestle Pakistan in helping the relief effort."

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 a focus on Nutrition, Water, Environmental Sustainability, Rural Development, and its People. Nestlé Pakistan works with more than 190,000 farmers for collecting milk and engages in a number of rural development programmes for community development.

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