



BELLE CORPORATION DONATES P1M WORTH OF AID TO MARAWI EVACUEES

With the Marawi crisis continuing on, evacuees are still stranded in evacuation centers. These bakwits are in need of continuous support and Belle Corporation (“Belle”) heeds this call for help with its donation of P1 million worth of aid. In partnership with SM Foundation, Inc. (SMFI) and in coordination with DSWD and local government of Lanao del Norte, the fund was used to provide 2,200 mosquito nets and 1,800 packs of personal care items to at least 2,200 families staying in 8 municipalities across Lanao del Norte, from September 13-14, 2017.



With children being more susceptible to diseases during rainy season, these little bakwits are going to be safer thanks to the sanitary kits given by Belle Corporation in coordination with SMFI, DSWD and Lanao del Norte LGU.



As rainy season comes, the situation becomes worse for these evacuees as it brings not just rain and cold weather but it also makes them prone to diseases such as influenza, dengue fever, leptospirosis and other water-borne diseases. These factors and the cramped evacuation centers make it easier for diseases to spread quickly. Proper sanitation and other preventive measures are key to keeping these evacuees safe and healthy. Cases of malaria have already been reported in some areas and these mosquito nets and personal care kits will help in prevention and spreading of diseases within these quarters.

Belle, with its corporate social responsibility initiatives under BELLE Kaagapay, recognizes the dire situation these evacuees are going through and has instinctively extended a helping hand. “Uplifting the well-being of Filipinos has always been a core value of Belle Corporation, which is why helping our brethren who have been affected by the crisis in Marawi is important to us. Through our BELLE Kaagapay programs, the Company will continue helping the less fortunate in our country,” said Mr. Manuel Gana, President and CEO of Belle.

BELLE Kaagapay is the CSR arm of Belle which aims to uplift the quality of life of the communities it serves. Initiatives under this umbrella program includes scholarship, livelihood and medical programs. By partnering with SMFI, BELLE Kaagapay is able to extend its support to other communities in other parts of the country.

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