

DFS supports 'Go Give One' global Covid-19 vaccination campaign

DFS Group has joined forces with the World Health Organization (WHO) Foundation to support 'Go Give One', a global campaign to provide access to Covid-19 vaccines in lower-income countries.

A blue poster for the 'One Vaccine = US\$5' campaign. The text on the poster includes: 'One Vaccine = US\$5', 'A small price to pay for a safer world. Help DFS and Go Give One support countries that cannot afford COVID-19 vaccines.', 'Scan to donate' with a QR code, 'Vaccines for everyone, everywhere', and 'DFS WHO Foundation'. At the bottom, there is a row of text in multiple languages: 'ПОДАРИТЕ 1 GO GIVE 1 GO 给予 1 GO DONNEZ 1 GO SCHENKE 1 GO ПОДАРИТЕ 1 GO GIVE 1 GO'.

In addition to a donation, DFS will leverage its extensive store network to raise awareness about vaccine inequity as well as provide a mechanism for customers and staff to donate directly to the campaign.

Created by the WHO Foundation, the Go Give One campaign calls on everyone, everywhere to play their part in helping to vaccinate the world against COVID-19, asking individuals to donate US\$5 for a single vaccine.

The money raised goes to an international financing mechanism Gavi COVAX Advanced Market Commitment (AMC) which buys COVID-19 vaccines for the world, prioritising countries that cannot afford them.

DFS MAKES US\$100,000 DONATION

DFS will make an initial donation of US\$100,000 towards the campaign. It will also match donations up to a further US\$100,000 received in its participating T Galleria locations in Hong Kong, Macau, Sydney, Cairns and Auckland, with further stores planned for rollout later in the year.



“To beat this pandemic, we need to make vaccines affordable and accessible for all, says Benjamin Vuchot, DFS Group Chairman and CEO.

Benjamin Vuchot, DFS Group Chairman and CEO (left) said: “Covid-19 is undoubtedly the most serious threat in the history of the travel industry. Ongoing border closures, complex quarantine requirements and social distancing have hampered peoples’ ability and enjoyment to travel as they once did.

“To beat this pandemic, we need to make vaccines affordable and accessible for all. By supporting Go Give One, our staff and our customers are able to make a small contribution that makes a big difference.”

Anil Soni, WHO Foundation Chief Executive Officer said, “Vaccine inequity is morally unjust and economically and epidemiologically self-defeating. Unless we support lower-income countries in accessing vaccines, we will see more waves of COVID-19, and potentially more variants. We are grateful for the support of DFS in leveraging its global store network so

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that its customers can learn more about Go Give One and donate directly to the campaign.”

The WHO Foundation estimates that around 69% of all distributed vaccines around the world are concentrated in just ten countries. While many countries are preparing to receive the fourth booster jab, many people around the world have yet to receive their first shot due to the disparity in access to vaccines.

Vuchot added: “Go Give One harnesses the power of companies like DFS to engage employees, customers, partners, and networks in addressing global vaccine equity. We encourage our own partners, suppliers and friends to also join Go Give One in helping countries who are denied access to vaccines due to economic disadvantage.”

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