Jollibee Foundation and Ayala Foundation-USA Partner for School Feeding Program Campaign

Beginning November 23, 2009, Jollibee and Red Ribbon stores in the US will not only be serving their best-selling burgers and cakes, respectively, but will also offer customers the chance to help Filipino kids stay in school through an in-school feeding program. Jollibee Foundation has partnered with Ayala Foundation USA so even patrons in their US branches can participate in this worthy cause!

"We believe that many of our Fil-Am customers in the United States are looking for ways to contribute to something worthwhile back home," notes Grace Tan Caktiong, President of Jollibee Foundation. "Through our partnership with Ayala Foundation USA, our stores can now serve as channels for making that possible. Our daily school feeding through the Busog, Lusog, Talino program is one of those worthwhile causes where contributions can go a long way in helping the beneficiary pupils."Last October 21, 2009, a memorandum of agreement was signed between Jollibee Foundation and AF-USA, effectively making the two institutions partners in the Feed the Future in-school feeding program. The campaign is part of an ongoing project that aims to feed undernourished pupils from selected public elementary schools in the country. "We are very glad for this opportunity to partner with Jollibee Foundation," says AF-USA President Victoria Garchitorena. "Hunger and undernourishment are serious threats that plague our education system. Kids, who could have otherwise been bright students, are unable to finish school because they lack the strength and nourishment they need to remain alert and ready to learn. We are thus very grateful to be part of a program that helps alleviate this situation."The donation cans will be in all Jollibee and Red Ribbon check-out counters in Nevada and California until end of January 2010. Please encourage your friends and family to visit the Jollibee and Red Ribbon Stores and drop their coins. The coins will go a long way in helping our underprivileged children in the Philippines.