

# COMMUNITY MATTERS

*For the good of our community*

Employees at World Duty Free are dedicated to fundraising and committed to making an impact on health care in Richmond.



WORLD DUTY FREE GROUP

## WORLD DUTY FREE EMPLOYEES PAY IT FORWARD FOR LOCAL HEALTH CARE

**W**ith a global view to provide travellers through YVR with the ultimate shopping experience, World Duty Free is also firmly focused on the local community to help improve health care for Richmond. With more than 300 employees, World Duty Free (a Dufry company), located in the International and US Terminals at Vancouver International Airport (YVR), offers local and global luxury brands well-known to all. Lesser known perhaps may be their dedication to fundraising and commitment to make an impact on health care for Richmond residents and the more than 21 million passengers that pass through YVR each year.

“Our employees are the driving force,” says Freda Cheung, CEO - Canada, World Duty Free. “They choose an organization they are passionate in supporting and take pride in learning and participating in company-wide fundraising. Our efforts have created a real sense of community. When our employees are able to take on leadership roles and engage in activities that support organizations which are personal to them, you can see the joy in their faces.”

Cheung has lived in Richmond for more than 20 years and praises Richmond Hospital and its close proximity to home for her family and her employees when they need it. “Richmond hospital is

the first place we go to,” she says. “It’s a blessing to have quick access to local health care from YVR, especially in emergencies where time could mean the difference between life and death.”

“Health care touches us all,” says Cheung. “We’ve all had someone close to us who have gone through health-related situations or had a serious illness and needed to go to the hospital. My daughter was born at Richmond Hospital and last fall, my mother was in the hospital for surgery and the care we received was excellent.”

Last year, their staff of more than 300 employees, 40 percent of

whom are Richmond residents, raised more than \$30,000 which enabled the purchase of a bronchoscope. This generous contribution is a part of their fundraising goal to raise a total of \$100,000 for medical equipment at Richmond Hospital over a three-year period.

“It takes a whole year of planning and countless volunteer hours to make it happen,” says Cheung. “When our employees along with others from the community recognize the need for local health care and champion the cause, we are helping to benefit the next generation like the previous generation had before us. We have to pay it forward.”

Help support the health of Richmond residents and make a donation to help those in need of care.

If you would like more information about making a donation, please visit [richmondhospitalfoundation.com](http://richmondhospitalfoundation.com) or call us at 604.244.5252



**Q** How can you and your company get involved in improving health care in Richmond?

**A** To take an active leadership role to support Richmond Hospital, please contact Richmond Hospital Foundation to learn more about sponsorship opportunities to help purchase new medical equipment, improve patient care services and help save lives right here at home.



FREDA CHEUNG, CEO - CANADA  
WORLD DUTY FREE



RICHMOND HOSPITAL  
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