

URGENT PRESS RELEASE

LIFSTRONG MARKETING INC, SAVE THE CHILDREN PHILIPPINES JOIN HANDS FOR EMERGENCY RESPONSE PREPAREDNESS

Lifestrong Marketing, Inc., makers of DermAid, Cathy Doll, Hairfix, Pretty Secret, and other renowned health and wellness products, partners with Save the Children Philippines in building the resilience of children and families to the impacts of climate change and emergencies.

A contract signing and handover ceremony was held on 03 May 2023 to officially launch the partnership which enables Save the Children Philippines to respond quickly and appropriately to the most vulnerable and affected children, their families, and communities within 72 hours from the onset of the emergency.

“Lifestrong Marketing Inc is a personal care distribution company whose aim is to provide accessible health care products to everyone. Through our brand, Dermaid, Lifestrong vows to work hand in hand with Save the Children towards the mission of Stronger Together for Children by supporting SCP’s emergency disaster response program. It is indeed our responsibility to ensure our children’s safety and future.” Mr. Lee emphasized in his speech.

Present during the ceremony were Lifestrong Marketing Inc.’s CEO Lance Lee and Chief Operating Officer Margaret Lee, and Save the Children Philippines’ CEO Atty. Alberto Muyot, and Chief Business Development Officer Naida Pasion, together with respective leadership teams and colleagues.

Lifestrong Marketing Inc.’s commitment to help Save the Children transform the lives of millions of Filipino children comprises of PhP2 Million-worth of donations, including a one-time cash donation of PhP 500,000, to support Save the Children Philippines’ Fund to SAVE (Secure Access to Vital Emergency Resources) campaign to help pool emergency relief funds so that when disasters hit, whether natural or man-made, vital humanitarian support is provided immediately. A warehouse in Bulacan for storage of prepositioned emergency items, and relevant services will also be provided.

“We cannot wait for funds to pour in only at the moment of need. It is our lifelong commitment to be the first to respond and the last to leave whenever disaster strikes,” said Muyot.

The Philippines has recently been identified as the country with the highest disaster risk according to the 2022 World Risk Index, with an average of 20 cyclones per year entering the Philippine Area of Responsibility. The Philippines also lies in the Pacific Ring of Fire contributing to the number of volcanic and seismic activities.

“Save the Children Philippines welcomes opportunities for partnership with organizations who know the importance of disaster preparedness and management, especially for the welfare of children. We express our sincerest gratitude to Lifestrong Marketing Inc., for this meaningful partnership,” Muyot said.

“We encourage everyone to use your platforms to support the programs of Save the Children Philippines because we want our children to receive help and support in moments of need. Let us all unite for our children who are the next generation,” Lee emphasized.

For inquiries on how to become part of the Fund to Save campaign, please get in touch with Ms. Riel Andaluz via mobile (+63917 577 0145) or email (corporateteam.ph@savethechildren.org.)

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