

## Box A Smile delivers smiles to 3,000 children over holiday season

Written by Administrator

Saturday, 30 January 2016 16:28

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The busy holiday season was made extra special with the activation of Box A Smile, LBC's Christmas Gift-Giving activity during which smiles were delivered to 3,000 underprivileged children in various communities.

With the invaluable assistance of Project Pearls, the Box A Smile gift-giving events were a success, drawing volunteers both from the LBC & Project Pearls communities.

Project Pearls, a volunteer, non-government agency headed by Melissa Villa, gathered children in the various communities of Helping Land/Newland, Tondo, Manila, Lubusang Alyansa ng Katutubong Aeta ng Sambales (LAKAS) in Botolan, Zambales, and relocated residents of Ulingan now in Barangay Batia, Bulacan.

A total of 3,000 children were treated to a Christmas party with games and prizes, lots of dancing, singing and, of course, food and drinks.

With these events, an overwhelming sense of community and camaraderie was felt throughout,

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in keeping with the spirit of giving, the true spirit of the holiday season.

Over 3,000 donor participants from the U.S. were engaged, and co-sponsors likewise provided much-needed assistance for the events.

“Box A Smile gave me a chance to reflect on the true meaning of Christmas. Seeing all those kids and the joy on their faces as we not only gave them gifts but also played with them and showed them kindness, was heartwarming and moving. It was a good reminder that this is how Christmas, and everyday for that matter, should be. A time to share and spread joy and peace,” said Nena L. Wuthrich, executive director, LBC Foundation.

LBC volunteers from various departments and areas participated in the gift-giving activities: from the principals, executives and their children, to warehouse personnel, associates and front-liners, delivery associates and teams.

The LBC family came in full-force, some employees dressed as Santa Claus, enjoining the children and all present that it is indeed FAMILY that truly makes the holiday season special and memorable.

“LBC has been a very important partner for Project Pearls. LBC USA has generously provided assistance to Project Pearls in transporting in-kind donations to Manila from the United States. Because of this, we are able to provide to hundreds more children in the communities we serve mainly in Bulacan and Tondo, Manila.

“When they informed me that they would like to partner with Project Pearls for a gift-giving for 3,000 children, I was very grateful and humbled, not to mention, I was jumping up and down from excitement because this is the first time we are able to provide Christmas gifts to over 1,000 children.

“LBC and Project Pearls partnership is more than just a corporate partnership, it is really a partnership for humanity. Together, we are helping and supporting each other in making this world a better and kinder place for all — rich, poor or poorest,” said Melissa Villa, Project

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Pearls.

LBC Box A Smile would not have been possible without the kind assistance of co-sponsors and donors who heeded our call to action.

Namely, McDonald's Philippines, LDL Marketing, Inc., Children's Hour, Belo Essentials, Adriatic Manufacturing Corp., Agron and United Laboratories, Inc. Media Partners in the U.S. included: Asian Journal, Philippine News, Weekend Balita, Filipino Press, Fil-Am Inquirer, Philippine Weekly, One Philippines, Fil-Am Courier, Manila Mail and Filipino Star; in Canada: Philippine Canadian Inquirer and Atin Ito.

We thank all our co-sponsors and volunteers, and likewise our customer participants for helping LBC make this possible, and bring smiles to 3,000 children.

"Being there in the gift-giving...heartwarming seeing the smiles of the children. We're happy to make their Christmas a little bit brighter," said Monica Araneta, President, LBC Foundation.

"The experience was simply priceless! Truly, it is more blessed to give than to receive. It rekindled the desire in my heart to go back as an NGO volunteer when I retire," said Lynne Ortal, Vice-President Controller, LBC Express, Inc.

"Box A Smile moved me. Seeing children so little and with less in life's material things yet full of genuine happiness and warmth even with the small tokens they received," said Paolo Cauton, Business Intelligence Manager, LBC Express, Inc.

"Being my first time doing something like this it went very well. It feels good when I'm helping especially when I see the smile of a child waiting to know what is inside the LBC Bag and open their Christmas gifts. I would like to thank the whole team behind Box A Smile of LBC Foundation and Project Pearls for allowing me to be part of such a rewarding and amazing activity, I really hope that one day I will be able to be part of another project and experience something so amazing like this," said Leovic Tan, Research Analyst, LBC Express, Inc.

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“Spending a day with the kids and with LBC co-volunteers sharing their time for the cause was the best start of my Christmas celebration. It was an unforgettable experience, both humbling and truly a blessing. I believe that we made a difference in the kids’ lives on that day,” said Chin Sing-Corrales, Senior Manager Customer Relationship Management, LBC Express, Inc.

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LBC Express, Inc. is the Philippines’ market leader in payments, remittance, courier products, mail, parcels and cargo logistics.

Through a global presence in over 30 countries in Asia-Pacific, North America, the Middle East and Europe, LBC Express’ network of 4,400 locations, partners and agents is growing steadily, and commits to moving lives, businesses and communities in the Philippines and across the globe.

Founded in 1945 as a brokerage and air cargo agent, LBC Express pioneered time-sensitive cargo delivery and 24-hour door-to-door delivery in the Philippines.

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