

# IN THE KITCHEN WITH STARS BY ROBINSONS

is an initiative that's aiming to heal, educate, love, and protect children and our planet



Al-Futtaim announces seven month long campaign exclusively in Robinsons to support „One Humanity“ and „Sustainable Energy“ initiative

Dubai, UAE, 21st April 2018: Under the High Patronage of His Serene Highness Prince Albert II of Monaco, Founder and President of the Foundation Prince Albert II; Al-Futtaim, one of the most diversified and progressive regional businesses in the Gulf region, is bringing ‚In The Kitchen With Stars by Robinsons‘, a humanitarian fundraising campaign, to the UAE for the first time ever.

The „In The Kitchen With Stars by Robinsons“ raffle fundraising initiative aims to benefit International Humanitarian City’s HELP Our Kids „One Humanity“ and The Foundation Prince Albert II of Monaco’s „Sustainable Energy“. The seven month long campaign will commence April 21st, where raffle coupons to win seven grand prizes, which collectively are worth nearly AED 1 million, will be sold exclusively at Robinsons, Dubai Festival City Mall for AED 33 each.

The campaign to raise money and awareness for „One Humanity“ and „Sustainable Energy“ will culminate in an exclusive VIP Gala Event on 27th November at Robinsons, where the grand raffle winners will be announced.

Speaking about its involvement, Omar Al Futtaim - Vice Chairman, Al-Futtaim Group said, „Dubai is a leading example for innovation in sustainability and is currently home to an eclectic mixture of cultures representing one humanity living in harmony and peace together. As a company that cares about its community we are proud to be supporting such a worthwhile initiative with this campaign and hosting this prestigious event at Robinsons.“

During the campaign, Robinsons will be hosting live presentations and book signings during the month of June, celebrating the third edition of the ‚In The Kitchen With Stars‘ celebrity cookbook. The book features 50 favorite recipes from celebrities and royalty all over the world including: Sheikh Khalifa bin Khaled al Hamed, Dolce & Gabbana, Ingie Chalhoub, Samara Punjabi, Lamitta Frangieh, Sheikha Hend al Qassemi, among many others. All proceeds go towards the International Humanitarian City’s H.E.L.P. Our Kids „One Humanity“ and „Sustainable Energy“ for The Foundation Prince Albert II of Monaco. The cookbook will be sold exclusively at Robinsons.

Speaking about sustainable energy and the Prince Albert II Foundation, H.E. Mr Bernard FAUTRIER Vice-president Chief Executive Officer of the Prince Albert II Foundation, Minister Plenipotentiary, Special Adviser to the Prime Minister on sustainable development issues said, „I’ve followed the environmental issue for 35 years and, in the beginning, nobody really knew what it was. Maybe five percent of the population thought there was a problem, and businesses were defiant to develop a green plan. One of the powerful things about the Monaco Foundation is that it’s one of the few in this domain around the world that isn’t recognized as having a corporatized agenda, so it’s a genuinely neutral voice pushing climate change and the green agenda in the world that is really well respected. This recognition helps our organization to be able get our own messages out around the importance of research and innovation to make a fundamental change to the lives of people and the planet.“

Raffle coupons go on sale exclusively at Robinsons, Dubai Festival City Mall from 21st April and will be sold online starting in June at <http://www.inthekitchenwithstars.com>.