

DFS launches pioneering Mid Pacific region charity campaign



DFS Group Vice President Operations Mid Pacific Rachel Tan (centre) and team kick off the fight against cancer

MARIANA ISLANDS. DFS Group has stepped up its longstanding commitment to giving back to the community by launching DFS Cares, its first-ever local charity campaign in Guam and Saipan.

While T Galleria by DFS, Guam and Saipan have both been avid supporters of local charities for many years, this campaign marks the first time the locations have invited their local communities to participate in fundraising.

DFS Cares aims to raise funds to help support local charities in Guam and Saipan. For this year's launch, DFS has chosen Guam Cancer Care and Commonwealth Cancer Association as its beneficiaries.



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DFS Group Vice President
Operations Mid Pacific Rachel Tan

The mission of Guam Cancer Care is to provide cancer care assistance to all individuals afflicted by cancer. Through patient navigation and advocacy, they strive to provide enhanced assistance throughout the screening and treatment process.

Additionally, by minimising barriers to financial assistance, cancer education, and other support services, they ensure patient satisfaction throughout the continuum of cancer care.

Similarly, Commonwealth Cancer Association aims to advocate for a cancer-free CNMI (Commonwealth of the Northern Mariana Islands) through early detection, public education and awareness about cancer prevention and screening. It also seeks to provide hope and support for cancer patients, survivors, and their families through community partnerships and programmes.





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From now through 31 October, DFS will leverage its extensive retail network in Guam and Saipan to promote cancer awareness, information about Guam Cancer Care and Commonwealth Cancer Association’s services, and provide a mechanism for customers and staff to be able to contribute to the charity.



Additionally, there will be special in-store promotions to celebrate the launch of DFS Cares and raise funds. On select fashion merchandise, for every item purchased under the DFS Cares campaign, DFS will donate US\$5 to either Guam Cancer Care or Commonwealth Cancer Association, depending on the location of purchase.

Customers will also have the opportunity to participate in a stamp rally for chances to win exclusive prizes. These have been donated by T Galleria by DFS, Guam and hotel partners including Tsubaki Tower, Westin Resort, Pacific Islands Club and Hyatt Regency Guam Hotel in Guam. Other prize donors include T Galleria by DFS, Saipan, The Shack and hotel partners including the Hyatt Regency Hotel, Eland Group and Grandvrio Resort in Saipan.

