

**HUDA DONATES 6,000 GIFT PACKS TO SIX WORST-AFFECTED PROVINCES AMID  
EXTREME FLOODING IN CENTRAL VIETNAM**

***Thua Thien Hue, 19/10/2020* – Following severe floods, Huda has donated 6,000 care packages to citizens in the six hardest-hit provinces in central Vietnam: Quang Nam, Thua Thien Hue, Quang Tri, Quang Binh, Ha Tinh and Nghe An. This is a part of its ongoing commitment to standing by the people of the region during these tough times.**

In the wake of heavy rains, Huda and local Vietnam Fatherland Front Committees have worked together to promptly supply 6,000 care packages to those whose homes have been left submerged by deadly flooding. The packs, which contain urgently needed supplies of drinking water, food and other essentials, will be delivered to at-risk households in Quang Nam, Thua Thien Hue, Quang Binh, Quang Tri, Ha Tinh and Nghe An over the next few days. By easing the shortage of basic necessities, Huda once again shows its constant care and solidifies the brand's strong bond towards its motherland.

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**Mr. Nathaniel Moxom, Managing Director of Carlsberg Vietnam, said:** "During our 30 years serving central Vietnam, we have vowed to stand by the people of the area through thick and thin. These donations will help to ease hardship in the wake of deadly flooding, and to facilitate a speedy recovery for people in the region from this devastating period."

Beside this timely donation, Huda has also made ongoing efforts through its wide range of community-oriented activities to support the people of central Vietnam, in what has been a challenging 2020. Amid the difficulties caused by COVID-19, Huda donated 2 billion VND to support frontline defenses in April, and later donated 3,000 care packages to low-income families in Da Nang, Quang Nam and Quang Tri in August. Moreover, while the pandemic temporarily nixed many economic and socio-cultural activities, Huda has continued the implementation of its long-term CSR program, "Fresh water for beloved Central". The program will provide access to fresh water to more than 10,000 central residents this year, and is part of Huda's relentless effort to show its appreciation for and dedication to the people of the Central over the last 30 years.