

AmCham Sri Lanka inaugurates annual Christmas fundraiser

Colombo, 13 December 2021

The American Chamber of Commerce in Sri Lanka (AmCham Sri Lanka) on Tuesday the 7th of December hosted its members and partners to its inaugural Christmas fundraiser – Yuletide Greetings 2021. Slated to be held annually, AmCham Sri Lanka will host this event with the aim of providing its members and partners the opportunity to share the Christmas spirit of giving with those less fortunate through special programs curated each year.

The past two years have not been easy - the devastating effects of Covid-19 have seen over 300,000 Sri Lankan's lose their livelihoods, and over 14,000 lose their very lives. The pandemic has been devastating to say the least and the impact of this on homes and families, is incomprehensible with this in mind, the team at AmCham curated three special programs to touch the lives of those adversely affected by the Pandemic this year through the fundraiser:

- (i) A project in collaboration with Cinnamon Hotels to provide Christmas lunch to families adversely effected by the Pandemic;
- (ii) A project in collaboration with SPAR Supermarkets to provide Hampers of groceries and other home needs to less fortunate families;
- (iii) A project in collaboration with Women in Management, to provide lunch on the 1st of January 2022 to 100 homeless and less fortunate individuals.

AmCham SL's membership of over 350 companies ranging from blue-chips to multinationals responded most encouragingly and not only was the event – which was held under strictest adherence to GoSL Covid-19 prevention guidelines – completely full within 24 hours of the announcement, but the event saw donations for the initiatives surpassing Rs. 600,000 and providing Christmas lunch to 65 families and Hampers to 50. Additionally, funds were raised for lunch to be provided for 100 homeless persons on two additional dates as well.

Speaking at the event, AmCham Sri Lanka President Lakshan Madurasinghe noted “It's a special evening, as it gives us an opportunity to meet, to greet, and to share the spirit of camaraderie and one-ness after many months – but most importantly, to celebrate the true meaning of Christmas – the gift of love for our fellow man”

Lauded by members and partners as a timely and positive initiative, providing an opportunity to give back to the community, the event was held in collaboration with Sysco Labs Sri Lanka, HSBC, Cinnamon Hotels & Resorts and SPAR Supermarkets and members were treated to Christmas Carols, Christmas fare and the opportunity of Christmas camaraderie, making for a special evening dedicated to sharing the gift of Christmas.

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About the AmCham Sri Lanka

The American Chamber of Commerce in Sri Lanka (AmCham SL), is one of the most influential and prestigious business chambers in the country, recognized as the leading forum for the facilitation and development of trade, investment and business relations between Sri Lanka and the United States. AmCham SL is an association with over 350 members, comprising of top blue-chip organizations in the country. AmCham provides its members with a multi-dimensional resource network that delivers information, tools and the knowledge that they need to succeed in bilateral business relations between the two nations through information share, LQAs, Seminars, Workshops, B2G and B2B networking and exclusive connect and advisory services.