

December 22, 2010

Social Contribution through TV Shopping - Building a well in Cambodia with support from customers -

Oak Lawn Marketing, Inc. (OLM) (President, Harry A. Hill and headquartered in Nagoya, Aichi) administering three shopping brands, Shop Japan, Hill's Collection, and exabody, built a well in Cambodia as a part of activities to help some Cambodians overcome poverty. To raise funds, OLM carried out a campaign on a TV shopping program which was supported by customers



* The BOU family in front of a new well.



* The BOU family prior to building a well

TV program overview

A TV program entitled "Sato Aiko's HOPE!! -Building a well through TV shopping-" was broadcasted on April 25, 2010 and featured self-help programs undertaken by Hope International Development Agency (an NPO) which OLM has been supporting since 2006. With the purpose of building a well to provide clean water to Cambodians who are suffering from poverty, OLM ran a CSR campaign utilizing this TV program. Specifically, when a customer ordered Hill's Diet products introduced in the TV program, 500 yen of the customer's payment was automatically donated to HOPE.

Campaign Results

Thanks to overwhelming support from customers, we were able to build a well in Pursat, Cambodia. This well is shared by 5 to 6 families. These families lived a hard life due to poverty but now that they have the new well, they are filled with hope for a bright future.

Reference

HOPE International Agency (NPO)

HOPE undertakes self-support projects to improve lives of people suffering from poverty in underdeveloped countries. At the same time, HOPE encourages people in developed countries to become aware of international development with a view to end poverty around the world.



ホープ・インターナショナル開発機構
HOPE International Development Agency *Japan*

【URL: <http://www.hope.or.jp/>】

For further information, please contact Kiyobumi Suzuki of the PR section at Oak Lawn Marketing, Inc.

TEL: +81-03-6746-0324 FAX: +81-03-6274-5224