



CCF มูลนิธิสงเคราะห์เด็กยากจน ซี.ซี.เอฟ.ฯ
โครงการอุปถัมภ์เด็กจังหวัดนครราชสีมา สถาบันราชกุมารี



FOR IMMEDIATE RELEASE

Citibank, N.A.
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Citibank Coordinates with Charities in “Sharing Everyday Happiness” Campaign, Donating When Cardmembers Spend on Dining, Medical Services, and Education.

Citibank, the leading’s global bank, recently launched the charity campaign “Sharing Everyday Happiness” in partnership with the Ramathibodi Foundation, CCF Foundation and National Council on Social Welfare of Thailand. Citibank credit cards will give 5% of the rewards points’ value from the cardmembers’ spending in three categories – dining, medical services and education – to the three foundations starting from February 1st and continuing until April 30th, 2014.



Tearavath Trirutdilokkul, Director and Head of Credit Payment Products of CitibankThailand explained that the campaign comes from Citibank’s commitment to give back to society through useful campaigns. “**Sharing Everyday Happiness**” allows its cardmembers to participate in this charitable cause. He speaks about the partnership with the three charity organizations.

“Citi has a presence in more than 160 countries worldwide and we aim to give back to those societies and communities to make our world a better place. We are offering our cardmembers a chance to join us in this charitable campaign. Citibank will donate 5% of the rewards points’ value from the cardmembers’ spending in three categories: amounts raised from the ‘dining’ category will be donated to the Breakfast for Children project by CCF Foundation; amounts raised from the ‘medical

services' category will be donated to the Building and Medical Supply Project for Needy Patients by the Ramathibodi Foundation; and amounts raised from the 'education' category will be donated to the Assistance Scholarship project by the National Council on Social Welfare of Thailand under Royal Patronage.”

Representatives of the three non-profit organizations spoke about their causes during the press conference. Those present were: **Assoc. Prof. Thanya Subhadrabandhu**, Deputy Dean for Service of Faculty of Medicine Ramathibodi Foundation; **Dr Kanchada Piriyaangsan**, National Director of the CCF Foundation; and **Assist. Prof. Dr. Vajiraya Buasri**, Vice President National Council on Social Welfare of Thailand (NCSWT) along with Tearavath, these representatives explained the joint project, while guest celebrity and Citibank Credit Cards Ambassador **Pakorn (Boy) Chatborirak** shared the details of his “One-Day Charity Trip with Boy” event, which will do further activities with the three non-profit organizations in February 20.



Pakorn (Boy) Chatborirak, Citibank Credit Card Ambassador, spoke of his impressions of this charitable campaign. “I am honored to give back to society by being a part of this cause, and so am happy to announce even greater involvement. Citibank and I are organizing a one-day trip to visit the children in these three foundations. In the morning, we will treat the children at CCF to breakfast. At noon, we will do activities with the scholarship students at the National

Council on Social Welfare of Thailand under Royal Patronage. Lastly, we will visit the patients at Ramathibodi Hospital. I would like to invite Citibank cardmembers to use their Citibank credit cards for dining, medical services, and education whenever possible so that Citibank can donate more to help these children in need.”

Any Citibank credit card sales slips over 2,000 baht in the categories of dining, medical services, and education will go towards helping the children in need and ensure a brighter future. Make purchases between February 1st and April 30th, 2014 to be a part of the campaign and contribute to the cause. For more information, call 1588 anytime or visit www.citibank.co.th.



About Citi:

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