



FOR IMMEDIATE RELEASE

## Lazada Expands Digital Giving Drive to Combat Covid-19 with #RadioGivesBack Charity Concert from Home



**MANILA, PHILIPPINES** – As the Filipino community continues the fight against COVID-19, Lazada Philippines partners with Magic 89.9, Jam 88.3, Wave 89.1 and Play 99.5 to host two special sessions of **#RadioGivesBack: A LazadaForGood Charity Concert From Home**. The two one-hour charity fundraising concert sessions will be livestreamed exclusively on the Lazada app via LazLive, and broadcasted simultaneously through our radio partners on March 30 and April 6 at 5:00PM.

Leveraging the LazadaForGood digital giving platform, Filipinos can support local communities and causes in need of aid during this extraordinary period, through direct and secure online payments donations to Lazada's list of 15 advocacy partners. They include World Vision Philippines, which aids families and communities to overcome poverty, Project Pearls Philippines that helps marginalized children, and Save San Roque advocating for housing rights of the urban poor community.

They join LazadaForGood partners The Philippine Red Cross, Caritas, UNICEF, Kaya Natin, Virlanie Foundation, Inc., Tahanan ng Pagmamahal, and 2KK Tulong sa Kapwa Kapatid. Donations will go towards providing various forms of support and donate supplies such as hygiene kits, medical equipments, personal protective equipment, food, and personal care packages to front liners and those affected by the virus. To date, our partner agencies have raised about PHP 7,000,000 to support our front liners and provide relief to the people affected by the virus.



Other forms of support now available on Lazada are through LazGames where accumulated and earned coins can be converted to vouchers ranging from PHP50 to PHP1000 which can be donated directly to any of LazadaForGood's advocacy partners.

On March 30, catch performances by Yael, Karylle, Itchyworms, Munimuni, and Barbie Almalbis. Listen, watch, and donate to our countrymen at the frontlines and those in need of assistance.

*\*Lazada does not benefit from any of the remittances made on the LazadaForGood platform.*

For more information about LazadaForGood, visit <https://lzd.co/LazadaForGood>, [facebook.com/LazadaPhilippines](https://facebook.com/LazadaPhilippines) and [Instagram.com/lazadaPH](https://Instagram.com/lazadaPH).

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#### **About LazadaForGood**

LazadaForGood is Lazada's ongoing efforts to drive long term social impact to fulfill our core mission of accelerating progress in Southeast Asia through technology and commerce. We envision progress can be achieved through digital giving; community building; empowering entrepreneurship; promoting gender equality in our workplace and on our platform; and applying innovation to environmental sustainability challenges. LazadaForGood aims to achieve these goals together with all our stakeholders as we do our part for a better world.

#### **About Lazada Group**

Founded in 2012, Lazada Group is the leading eCommerce platform in Southeast Asia. We are accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. With the largest logistics and payment networks in the region, Lazada is a part of our consumers' daily lives in the region and we aim to serve 300 million shoppers by 2030. Since 2016, Lazada is the Southeast Asia flagship platform of the Alibaba Group powered by its cutting-edge technology infrastructure.

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