

'Heavy Loads for Lighter Hearts'

August 2009

A charity washing marathon conducted by Electrolux in Cebu, Philippines aimed to generate 1,000 kilos of donated clothes, but ended up with 4,000.

The project was called 'Heavy Loads for Lighter Hearts,' and took place in the entrance of one of Cebu's main shopping malls. With three million residents Cebu is the Philippines' second biggest city after Manila.

The clothing was donated to Tabang Patrol, a charity that provides supplies to people affected by natural disasters. The Philippines is prone to typhoons, floods, and volcanic eruptions.



"The objective of the event was to help people in need," says Terry Sales, Marketing Manager for Electrolux Philippines. "This is particularly relevant as we celebrate our 90th birthday as a company. A secondary objective was to illustrate the durability of Electrolux washers."

The event was promoted across a number of platforms, from posters in the mall to TV and print advertisements. Access to the mall's high-traffic entrance way was secured through working with a major retail partner.

Ten Electrolux washers and ten dryers were provided for the event. The Electrolux installation team worked until 3AM the night before the event, which started when the mall opened at 9AM.

The event was covered on TV and the radio. There was also journalists from Cebu's newspapers, in addition to journalists from two major Manila newspapers. The wife of

Cebu's mayor as well as local business leaders also attended.

Clothing of every description started to flood in, much of it in good condition. Very soon the Electrolux team realized that the amount of clothes would far exceed the 1,000 kilo target.

"By mid morning we'd passed the 1 tonne mark, and the clothes kept coming," says Sales. Eventually four tonnes were collected.

As such, three quarters of the clothing was unwashed by the end of the day. Electrolux loaned Tabang Patrol the ten washers and dryers to help it wash the remaining clothes.

