

Bata Donates 29,999 Pairs of Shoes to Support His Majesty's Foundations



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BANGKOK, THAILAND: To pay their respects to Thailand's revered King Bhumibol Adulyadej, Bata has made the commitment to donate 29,999 pairs of shoes to some of His Majesty's foundations. Beneficiaries include the National Council on Social Welfare of Thailand, the Association for the Promotion of Education in Remote Areas under the patronage of Her Royal Highness The Princess Mother, the War Veterans Organization of Thailand and the World Vision Foundation of Thailand. This generous donation is meant to show Bata's deep respect for the King and the wish to continue to support the people of Thailand through his Majesty's foundations. "Supporting mourners and charities is our way of paying our final respects to the much-loved and respected King Bhumibol Adulyadej and his remarkable life's work," says Eugenio Olabe, Country Manager, Thailand.

Photo shows (from left):

1. Mr. Sittichai Nanthanasit Merchandising Planning Manager
2. Ms. Nuchthira Pitugsri Retail Manager
3. Ms. Natesai Panchamaphirom Finance Director
4. Mr. Eugenio Olabe Sanchez Country Manager
5. Ms. Haruthai Jairaktham Business Development Manager
6. Ms. Napat Dumrongkul Online Sales Assistants Manager

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