

PRESS RELEASE –



CHARITY WORKING HARD FOR PAKISTAN FLOOD VICTIMS

4Peace of Mind – a UK based charity, held their Fundraiser evening and auction event for the victims of the Pakistan Flood Victims at Saffron Dor restaurant, London on Friday 15th October 2010.

Tayyab Salimullah (Secretary) introduced **4 Peace of Mind** to the guests as an organisation that works on a not for profit and voluntary basis. The management team consists of medical and pharmaceutical professionals – providing much needed support and expertise during the aftermath of natural disasters any where in the world.

Tayyab highlighted some of the key achievements of **4 Peace of Mind** after its inception in 2006; £ 200,000 + raised for natural disasters and 90% of aid delivered; 5 medical missions completed by UK doctors; 2,000 units of clothing donated to **Haiti Earthquake** victims by Ted Baker, **48 houses built for worst hit communities (Pakistan, Indonesia, Burma, Bangladesh)** and 9000 people provided with clean water and 50 orphans supported.

The Chairman for **4 Peace of Mind**, Shakeel Qureshi, provided a deeper insight into the devastation to the Pakistani Flood Victims reminding the audience that 17 million people affected, 6 million remain homeless and 1 million homes destroyed. Shakeel communicated that **4 Peace of Mind** had already sent £ 6,000 which has provided clean water and food to (add communities) and started a home building project (add village). Shakeel set a bold target to raise **£ 30, 000** during the evening event.

The guest of honour, Ray Kelvin, Founder and CEO of Ted Baker, addressed an audience of nearly three hundred guests. He endorsed the message of **4 Peace of Mind** and reaffirmed his commitment to supporting communities worst affected by natural disasters. In addition **Asif Iqbal** (Ex Pakistan Cricket Captain and Kent all rounder) attended and demonstrated his commitment to the mission of **4 Peace of Mind**.

The compere **Kelly Temple** (ex capital radio presenter) kicked off the evening asking for individual pledges for £ 700 from the audience. The audience rose to the challenge, in just under 10 minutes **15 pledges were received** – amounting to **£10,500**.

The main focus of the event was to raise funds to build **42 homes** for worst hit communities in the Pakistan flood zone. Specifically, **4 Peace of Mind** raised just over **£32,000** – contributions came in thick and fast from various organisations and individuals. Some of the auction items on the evening included; Lunch with Ray Kelvin and a shopping spree at Ted Baker; VIP tickets to British Grand Prix; stay at the Grand Hyatt Hotel, Dubai (to include desert safari and visit to the Burj Khalifa); Usher Concert tickets; signed shirt by Pakistan Cricket team; signed Chelsea team football and many other items.

This could not have happened without the generosity of the guests and the skill and inspiration from the compere **Kelly Temple**.

The proceeds raised on the evening will be used for to build as **estimated 42 homes**, costing £700 each and provision of clean water in villages in Charsadar

The event was supported by **Saffron D’Or and Ted Baker**. **4 Peace of Mind** is grateful for the support received from these organisations.