

Kraft Foods Spreads Volunteer Spirit Around The World During Its Global “Delicious Difference Week” Community Service Campaign



In more than 40 countries around the world, Kraft Foods' recently celebrated its annual global week of service called Delicious Difference Week. In partnership with hundreds of non-profit organizations worldwide, around 20,000 Kraft Foods' employees volunteered on projects that aim to fight hunger and promote healthier lifestyles. It is the largest employee volunteer event in Kraft Foods history.

The “Delicious Difference Week” was brought to Lebanon by Cadbury Adams (recently acquired by Kraft Foods) which gathered more than 35 employees, in collaboration with the local NGO, BASSMA. Cadbury Adams and BASSMA put together a nine-day event to warm the hearts of elderly men and women and give them something to smile about. Hot meals were served to the needy elderly in various BASSMA locations around Lebanon by volunteers; in total 125 elderly men and women's lives were touched by this week-long activity.