

# Corkman behind international relief effort

by Dan Collins

LIFE-SAVING consignments of food and medical supplies for victims of the Asian tsunami disaster are being organised by a Corkman who is the current president of Junior Chamber International.

Cobh-born Kevin Cullinane, a brand manager with Heineken Ireland, has reported a phenomenal response from JCI members in 105 countries.

"From all over the world our members have expressed their desire to help the tsunami victims in Asia. Several have also requested that JCI networks be used to effectively help communities that can be reached by local JCI members," Mr Cullinane said.

In the past couple of days JCI has managed to send containers of medical supplies and water purification technology from Germany and Sweden, while numerous other branches of the organisation are actively

## Business help

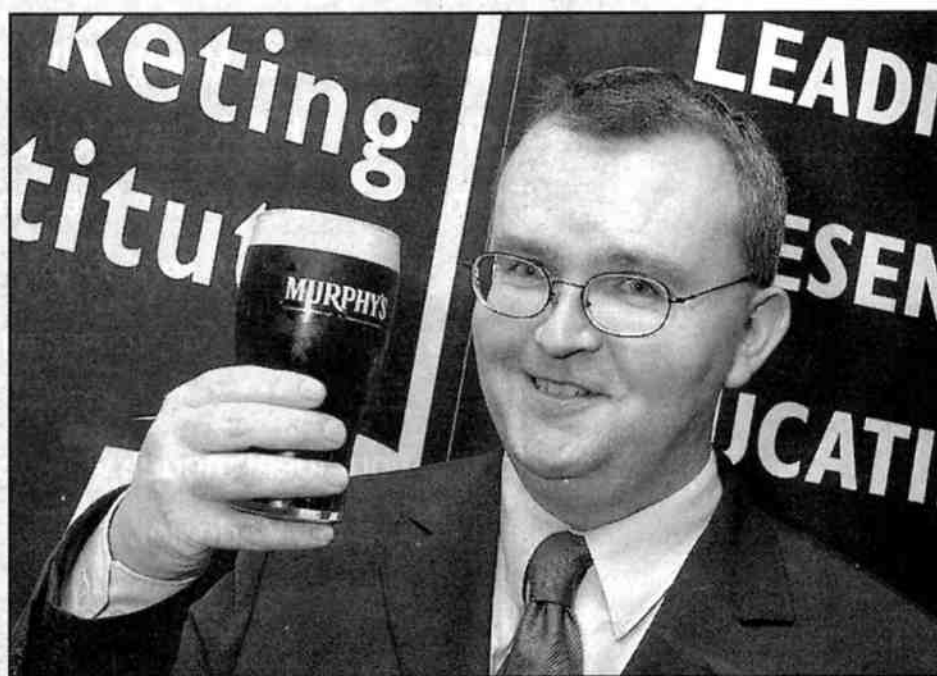
involved in fundraising.

The multinational operation is being co-ordinated from the JCI headquarters in the US.

Speaking from the headquarters in St Louis, Mr Cullinane said the primary objective of the project, entitled JCI Operation Hope, is to offer assistance, comfort and hope to the disaster victims in the most direct and efficient way possible.

"The JCI has already contacted the national presidents of Sri Lanka, India, Thailand, Indonesia and Malaysia, and asked them to find out what would be the best way to ensure the articles needed, medicines and other supplies, reach the victims of the disaster," he said.

Mr Cullinane took a year-long sabbatical from Heineken to devote his energies to the post of JCI president. Most of that time,



**Cobh-born Kevin Cullinane, a brand manager with Heineken Ireland who is on a year-long sabbatical as president of the Junior Chamber International, is organising aid from JCI members in 105 countries for the tsunami relief effort.** Picture: Gerard McCarthy

he expects, will be spent on JCI's involvement in the relief effort.

In the areas most affected, the national leaders have been asked to send their representative to the local JCI headquarters. That person will then receive and monitor the distribution of aid.

In areas not directly affected by the tsunami, local JCI branches will organise the shipping of aid

to those most in need.

"We are also encouraging people to make donations to the JCI Operation Hope account that will be set up as soon as possible by the JCI headquarters in each country, Ireland included," he said.

The organisation, he stressed, will keep detailed records so auditors can see how every penny is spent.

JCI is a worldwide federation of young professionals

and entrepreneurs aged between 18 and 40 years.

It has 6,000 chapters located in 105 countries and works towards "the advancement of the global community by providing the opportunity for young people to develop their leadership skills, social responsibility, fellowship and entrepreneurship necessary to create positive change," Mr Cullinane said.