



## Cartier and ALAS join in favor of the children of Latin America

Miami, June 2009 – For the fourth consecutive year Cartier celebrated its LOVEDay, this time in an alliance with ALAS foundation with the purpose of helping with needs of Latin American childhood.

ALAS is a nonprofit organization to mobilize Latin-American society towards the implementation of integrated early childhood public policies, so that every child from 0 to 6 years old has access to health plans, education and nutrition.

In the other hand, Cartier has committed with various organizations that have worked globally in favor of the children in need.

This is why Cartier has committed to celebrate ALAS' initiative and benefit the children of Latin America by donating 10% of the sales of its LOVE collection during the month of June from its boutiques in Buenos Aires, Bogotá, Panamá, Guayaquil y Puerto Rico.

For this donation ALAS chose to benefit Operation Smile, a nonprofit organization that with its voluntary medical network improves the lives and social integration of children with facial deformities such as cleft lips and cleft palates. This effort is focused on children younger than six years old.

[www.cartier-love.com](http://www.cartier-love.com)  
[www.fundacionalas.org](http://www.fundacionalas.org)  
[www.operationsmile.org](http://www.operationsmile.org)

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