



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
Tel: 34012491-4, Fax: 34012495, email: apns@apns.com.pk, web:www.apns.com.pk

Ref: APNS/2019/57

May 11, 2019

To: All Member Publications

Sub: Ad of Frontier Foundation on Gratis

Dear Sirs,

The Frontier Foundation was established as a charitable organization by Sahibzada Muhammad Haleem in 2003 in Peshawar. The major aim of establishing this organization was to provide free of charge Blood and Blood components to the patients suffering from various chronic blood disorders (Thalassemia & Hemophilia) requiring blood/ blood components therapy as an essential part of their treatment.

The Frontier Foundation has the unique distinction to encourage voluntary blood donation and discourage the professional donors. It has been collecting and distributing 20,000 pints of blood and blood components annually from healthy voluntary donors. Frontier Foundation provides healthy safe and screened blood and blood products to more than 3500 registered patients and other patients requiring blood in emergency admitted in Govt. and private hospitals of KPK.

The Foundation has as usual started a zakat/donation campaign through newspaper advertisements and has requested the APNS to publish their advertisements on gratis (free of charge) as a donation to the organization and the thousands suffering child patients.

We shall be grateful, if you will kindly publish the advertisement in your newspaper as a public service ad on humanitarian grounds preferably in the issue of first week of Ramadan. It will be a great contribution from your side for the noble cause. The material can be down loaded from our website i.e. www.apns.com.pk/downloads.php

Thanking you,

Yours faithfully,

(Sarmad Ali)
Secretary General
APNS

ال پاکستان نیوز پیپرز سوسائٹی