

ONE SWIPE, ONE MEAL

Diners Club Celebrates 75 Years with \$750,000 Donation to World Central Kitchen

In a global show of solidarity, Diners Club International marked its 75th anniversary by pledging a meal for every card transaction made on May 7, 2025. The result? A full \$750,000 donation to World Central Kitchen – enough to serve around 150,000 meals to communities affected by natural disasters and humanitarian crises around the world.

The initiative, part of a broader anniversary campaign that kicked off in February, gave Clubmembers a direct role in helping people facing hardship. According to the company, members across the globe maxed out the campaign target, showing just how powerful a collective effort – even one as simple as making a purchase – can be.

“Diners Club is proud to collaborate with World Central Kitchen as part of our 75th Anniversary celebration,” said Ricardo Leite, senior vice president and head of international markets at Discover and president of Diners Club International. “One meal launched our industry 75 years ago, and today, we are honouring our origins by supporting World Central Kitchen’s


mission to provide comfort and hope through food during times of crisis.”

World Central Kitchen, founded by celebrated chef and humanitarian José Andrés, is known for its rapid-response food aid during emergencies. From wildfires to hurricanes, its teams are often first on the ground, feeding thousands at a time in disaster zones.

“Contributions like this with Diners Club are crucial to our mission of providing meals to those impacted by natural disasters and humanitarian crises,” said Andrés. “The donation by Diners Club International will support World Central Kitchen’s boots-on-the-ground efforts to feed those impacted by natural disasters worldwide, including wildfires, tornadoes, and hurricanes. This is about more than just feeding people – it’s about helping

meet a basic human need and bringing hope to the table.”

This latest contribution is part of Diners Club’s *Together for Change* programme – an initiative that encourages Clubmembers and partner institutions to support meaningful causes in their local communities. Over the past two decades, Diners Club has backed a range of projects focusing on sustainability, healthcare, education, and emergency response.

And while donations often happen behind the scenes, this campaign brought cardholders into the process, making each swipe count in a way that extends far beyond rewards or points. It’s a fitting nod to Diners Club’s roots, which began with a single meal in 1950 and now helps serve tens of thousands more when the world needs it most. 



the
Diners
Club



**World
Central
Kitchen**