

RIO and Miss Scotland, a charitable relationship

From the passionate Scottish roots of the company's director, RIO has partnered with the Miss Scotland brand for many years raising money for charity, and has been an avid supporter of the brand over the past decade. Both have joined together in various fund raising events for Children's charities over the years.

Always ready to get involved in fund raising activities for charities, William Gray embraced the Miss Scotland brand over a decade ago when he first invited Miss Scotland to Southeast Asia to help raise funds for a charity. He naturally chose an occasion where the long-established *Java St Andrew Society (1919)*, with which he was associated, was holding its annual celebration of *St Andrew's Day*, and for which the RIO Club was the main sponsor. This was the first of a series of ensuing trips made by Miss Scotland under the main sponsorship of RIO through its association with the Miss Scotland brand and an annual trip to Asia by several holders of the Miss Scotland title. Several titleholders also attended the mid-year St Andrews Highland Gathering and other charitable events in Asia as special guests of the RIO Club.

One notable RIO sponsored Miss Scotland visit was used to help raise funds for survivors in Thailand of the 26th December 2004 Asian tsunami disaster, with proceeds donated in 2005 to the Tsunami Relief Fund in Thailand.