

**Press Release**  
December xx, 2011

## **Holiday Inn Dubai – Al Barsha Marathoners Donate Proceeds to World Food Programme**

Holiday Inn Dubai -Al Barsha's team of eleven strong ladies who completed the 5k marathon , had the pleasure of donating the fruits of their hard work to the United Nations World Food Programme, during a special visit to the organisation's office on December 5.

The ladies who ran around Palm Jumeirah on November 11, to raise awareness , necessary funds and emergency items for the plight of victims of "Hungry " on needed countries , collected AED 6425 and also contribute of 11 boxes containing blankets and necessary items donated by Gems World Academy. All the goods collected will be shipped to the victims through United Nations World Food Programme.

Speaking about the initiative, Ms Roxana Jaffer, Resident Director, Holiday Inn Dubai – Al Barsha said, "Our employees have my heartfelt gratitude for their kindness, generous commitment and support to help the cause of the less fortunate. The Holiday Inn Dubai-Al Barsha team has proven time and time again that they believe in going the extra mile for a good cause. This worthwhile endeavour is part of the Holiday Inn Dubai – Al Barsha Loves You Campaign, launched in 2007 to focus on Corporate Social Responsibility."

In the past four years, the hotel staff have successfully held various awareness and fund raising drives which have enabled the Campaign to share in building civil society in the UAE whilst helping the needy in other parts of the world.

For more information please visit [www.hialbarsha.com](http://www.hialbarsha.com)

**For media contact:**

Hina Bakht

Vice President

MPJ (Marketing Pro-Junction)

Mob: 0097150 697 5146

[h.bakht@mpj-pr.com](mailto:h.bakht@mpj-pr.com)

<http://www.mpj-pr.com>



