



**February 25, 2009**

## **Holiday Inn Dubai – Al Barsha Loves You –A Campaign that Goes Beyond the Bottom Line**

Holiday Inn Dubai Al Barsha announced today the launch of “Holiday Inn Dubai - Al Barsha Loves You” – a powerful campaign for 2009 to build support for children with special needs in the UAE. To kick start the campaign, the first in the series of events was held in aid of the Al Noor Training Centre for Children with Special Needs on February 25.

Under the programme, Holiday Inn Dubai will roll out a number of activities all year round to highlight and support physically challenged children with any kind of disability, illness or adverse social condition.

Roxana Jaffer, Resident Director – Dubai, Sovereign Hotels, Holiday Inn Dubai – Al Barsha, said, ‘We at Holiday Inn under the banner of our campaign would like to uphold basic ethical values which go into making a civil society strong. We intend to demonstrate that in the focus of making a name for ourselves in the business world, we have not forsaken our support and responsibilities towards the less well off.

Said Roxana, ‘Corporate social responsibility is an integral part of our shared humanity and is therefore central to our company policy. We hope the “Holiday Inn Dubai – Al Barsha Loves You” campaign will draw the attention of society to issues that surround kids with special needs. The point is to keep spreading the word. We hope that today’s event where a lot of well wishers have come together in giving sponsorship small or large may spark off other events in the business fraternity’.

Fifty children from the Al Noor Training Centre for Children with Special Needs enjoyed a morning full of fun and entertainment at the hotel. Present on the occasion was Mrs. Maryam Behman, Senior Advisor to DIWC, Mrs. Shatha El Zein, editor of Ahali magazine, Ahlaam Ali Director Nutrition & Life Style Consultant. After the face painting each child put his or her own creative mark on a large canvas. At the end, these young 'special' guests were treated to a sumptuous lunch, which was followed by a Bhangra session by Ahlaam Ali Powwer Team.



In his welcome address, Gilles Nicolas, Hotel Manager, Holiday Inn Dubai – Al Barsha, said, ‘The responsibility to support kids with special needs can be assumed in many ways. By isolating such kids we destroy their ability for social interaction. By arranging special events for them we at Holiday Inn Dubai aim to offer them the opportunity to mix with others which adds to their self confidence and provides them a refreshing change.’

‘In addition, we have chalked out detailed plans to carry this campaign forward. One of our main objectives is to publicize and humanize their conditions. Everybody needs to be concerned and informed about the numerous challenges such children face and the suffering they endure. By spreading awareness we hope to transform the mindsets around them.’

The campaign also urges companies in the UAE to provide such children a fair chance to live with dignity. Often such kids are denied income earning opportunities when they can make excellent employees in offices. Kids with special needs are highly talented and can create beautiful handicrafts as well as assist in administrative jobs.

The event for Al Noor was sponsored by Ahlaam Ali, Al Layali Al Arabia, Qurat Design, Noble Printing, Jam Jar, Digitally Beyond Image, Prime Visions, New Oasis, Harmony Printing, Kalimat Group, Barakat Quality Plus, Barakat International, Golden Care, Sky Tower, Sharif Hassan, Dream Uniforms, Dimara International, Jebel Al Noor.

## About Al Noor

Al Noor is a Centre for Children with Special Needs run under the auspices of the Ministry of Social Affairs. It is passionately committed to helping special needs children from their infancy to adulthood, its goal being to integrate its students into society.

Al Noor Training Centre opened its doors in 1981 and has been developing its training programme to ensure that the Special Children it caters to, receive quality and enriching experiences towards a more independent and functional life.

Her Royal Highness Princess Haya Bint Al Hussein, Wife of H.H. Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of UAE, Ruler of Dubai has given her kind support and guidance. This has widened future horizons and renewed the commitment to work and strive towards providing the best possible service to the Special Needs community in U.A.E.



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