

## **Press Release**

January 23<sup>th</sup>, 2011

# **Running for a Cause**

**The Holiday Inn Dubai – Al Barsha campaign “Holiday Inn Loves You” is going the distance with two of its top Executives lacing up their running shoes for a local nonprofit event.**

Mrs. Roxana Jaffer, Resident Director, and Ms. Kezia Da Rocha, F&B Business Development & Marketing Manager, Holiday Inn Dubai – Al Barsha, raised money and awareness for the Al Noor Training Centre for Children with Special Needs by successfully participating in the 10K of the Standard Chartered Dubai Marathon.

Mrs. Jaffer mentioned that she is primarily motivated to enter such events as a way to give back her best to the community. “The Holiday Inn Loves You campaign is designed to generate awareness and bring assistance to those in need of help be it for a natural calamity, a social disaster or a human cause.”

Ms. Kezia Da Rocha said she was inspired by the organization that provided support for an under-recognized, but significant problem that some children and families face. She eventually organized the running group with her colleagues to participate in this year’s race. We would like to say thank you to all our sponsors who pledged so generously for the cause.

The Al Noor Training Centre for Children with Special Needs opened its doors in Dubai 1981 while HRH Princess Haya Bint Al Hussein officially inaugurated the purpose-built facility on November 04, 2007. His Highness Sheikh Mohammad Bin Rashid

Al Maktoum, Vice President and Prime Minister of the U.A.E. and Ruler of Dubai has generously donated the Centre.

Holiday Inn Dubai – Al Barsha provides a modern and comfortable environment for a relaxed Dubai stay. The hotel is conveniently located on Dubai's main thoroughfare Sheikh Zayed Road, approximately 20 minutes from Dubai International Airport and 45 minutes from Abu Dhabi Airport. All its 310 rooms are beautifully appointed including 95 suites (one bedroom, two bedroom and studios). Each room is equipped with the latest facilities keeping in mind your comforts and needs.

Energizing interiors and refreshing décor enhance the guest experience. For meetings and conventions, the hotel presents a wide variety of conference venues – from small to large, all equipped with state-of-the-art technology. Completing the full Holiday Inn experience are fabulous dining outlets, buzzing bars, outstanding banqueting facilities and impeccable service.

For more information about this event please visit:  
[www.holidayinn.com](http://www.holidayinn.com) or [www.hialbarshadubai.com](http://www.hialbarshadubai.com)

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