

Press Release

(February 4, 2011)

HOLIDAY INN DUBAI – AL BARSHA EXTENDS SUPPORT TO AL NOOR TRAINING CENTER

Following their participation in the recent Standard Chartered Dubai Marathon 10km run, management and staff from the Holiday Inn Dubai – Al Barsha visited the Al Noor Training Center for Children with Special Needs to present a cheque for the donation raised.

“Holiday Inn Loves You” Campaign was launched in 2008 with a remit to go beyond the bottom line and to demonstrate corporate responsibility. Further to various awareness and fund raising drives The Marathon took a different turn for Mrs. Roxana Jaffer the Hotel Resident Director and Marketing Manager. Kezia Da Rocha in raising funds for physically challenged children

In addition to the sponsorship collection the event generated additional support for the Center, through the auspices of long-time campaign partner, Mr Hussein Adam Ali who generously sponsored education for a child for a year, in honor to the selfless efforts and example of Mrs. Jaffer.

The Directors of Al Noor Training Centre for Children with Special needs thanked all the sponsors who had contributed so generously to such a worthy cause.

Caption

Pictured at the cheque presentation are Mrs Roxana Jaffer, Ms Kezia Da Rocha and management of the Al Noor Center...

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Al Noor Cheque Presentation and Celebratory Cake Cutting

Our Esteemed Patrons, Family and Friends,

Further to our participation at 10Km Dubai Marathon, Kezia and myself were overwhelmed with your generosity and munificence.

With your bounty we raised AED 9005 as well as the cost of education for one child for one year for Al Noor Training Centre for

Children with Special Needs, which serves around 300 children with special needs from different nationalities

and from varied walks of life.

The marathon took a deeper meaning for us when the presentation took place, as these beautiful Angels

accepted the cheque and cut the cake as you can see in the images above.

The face of each child we encountered - with whatever disability, at meeting with someone from the outside world, the pride that they

showed as they displayed their handiwork, be it embroidery, painting, wood work, or even maneuvering a step forward - lit up and was a wonderful reminder to the fact that we with your help will be making a difference to someone's life .

The "Holiday Inn Dubai Loves You " Campaign was launched in 2008, to demonstrate corporate responsibility

and to assist in building civic society and to date has not only raised funds and awareness for Al Noor School,

Water Bucket Walk for Dubai Cares, but assisted the Pakistani Flood disaster victims in sending 16 containers

of valuable medicine, dry food and bedding as well partnering Adopt a Camp in raising awareness of the plight

of labourers and bringing them together for a Carom competition evening to the Holiday Inn's premier restaurant Al Sarab .

On behalf of all whose lives your generosity has touched, and in partnering our Campaign, I humbly acknowledge your efforts.

Roxana Jaffer