

Press Release
November 13, 2011

Holiday Inn Dubai – Al Barsha ‘Loves U Campaign’

A new milestone.

On 11.11.11, Eleven Gallant ladies Ran the 5K Marathon to raise funds for Victims of Natural Disasters

The 11 Ladies strong team completed the 5km Marathon organized by UAE Athletics Federation round Palm Jumeirah on 11.11.11.

The ladies ran not only to raise awareness for victims of the Earthquake disaster in Turkey and the typhoon in Philippines, but managed to find sponsors and collected necessary goods and equipment for the cause that will be shipped to the victims through UNICEF.

The backdrop of the Campaign is *“Life isn’t worth living unless it’s lived for someone else”* *“Hadith of Prophet Mohammed (SAS)*

“Holiday Inn Dubai – Al Barsha Loves You Campaign” was launched in 2007 with a remit to go beyond the bottom line and to demonstrate Corporate Social Responsibility. In the four years since inception, the hotel staff have successfully held various awareness and fund raising drives have enabled the Campaign to share in building civil society in the UAE whilst helping the needy in other parts of the world, viz:

Valentine’s “Tea Party” for Children with special needs , “Pakistan Flood Relief” Appeal and Labour Camp “Carom Tournament” as well as “Marathon” For a Cause , and Iftar for underprivileged children of “Action Care” and “Al Noor Training Centre” t

As to the marathon on Friday Ms Roxana Jaffer, Resident Director, said “The morning although tiring was a hugely enjoyable and very worthwhile endeavor. The selfless efforts put forth by the ladies are praiseworthy and enhances the work of the Campaign. At Holiday Inn Dubai- Al Barsha, we believe in extending a helping hand whenever required to those in need of aid and sustenance. And we truly are indebted to the generosity of our donors”

For more information please visit www.hialbarsha.com

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DUBAI 5K WOMENS RUN 2011


Holiday Inn
DUBAI - AL BARSHA

ladies only

