

Press Release

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Holiday Inn Dubai – Al Barsha Takes Part in Water Bucket Walk

Members of staff from Holiday Inn Dubai – Al Barsha took part in the Water Bucket Walk organised by Dubai Cares showing their commitment to raise awareness about scarcity of water around the world and how it affects children.

Marking the 20th anniversary of the United Nations' Universal Children's Day, more than 20 participants from the property joined the walk along Jumeirah Beach Road. The Holiday Inn Dubai - Al Barsha team members were led by Mr Reda Moukhtar, the General Manager of the hotel and included department heads as well as back and front of house staff.

The 3km walk with a bucket was a symbolic gesture to heighten awareness of the plight of children around the world who do not have access to clean drinking water, and who often must walk on average more than 6km a day to fetch drinking water.

The walk was designed to give people a fraction of the experience these children go through each day, while also raising money which will help bring clean water to these children.

Each participant was required to pay a token 30 AED registration fee in order to take part in this event which is basically the cost to provide one child with clean water for a year.

Mr Reda Moukhtar enthused that events like the Water Bucket Walk were highly important to support. "We are all very fortunate, especially in Dubai, and it's often very easy to forget that many people are less privileged. Campaigns like these are hugely beneficial to people in developing countries and it's something that I personally wish to support. It is a cause Holiday Inn is committed to as a hotel and brand," he said.

"To see so many of the staff from the hotel take part in this activity was very encouraging. In fact, more people from our staff wanted to take part but not all could leave their duties as they were busy running the hotel!"

"We hope our contribution to the charity makes a difference and we're pleased to be associated with such a worthy cause," he added.

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