

Press Release

(August 19, 2010)

“Holiday Inn Dubai – Al Barsha Loves You” Campaign Continues – But this Year in a Different Way

LAUNCHES PAKISTAN FLOOD RELIEF APPEAL

*Donations of food, medicines, clothing and blankets are invited
for urgent distribution to those displaced by floods
as part of a ‘Holiday Inn Loves You’ campaign*

In response to the international appeal for donations to help victims of the unprecedented floods in Pakistan, the Holiday Inn Dubai – Al Barsha has launched a scheme to collect and arrange distribution of necessary food, medicines, clothing and blankets to those left with nothing after fleeing their homes and livelihoods.

According to Resident Director, Roxana Jaffer, business contacts have already responded to the appeal, and she is urging the public to come to the hotel with their donations as quickly as possible: “This scale of this humanitarian crisis is overwhelming, but everyone can do their bit by providing something to help, whether it is warm clothing, non-perishable foodstuffs or simple medicines.

“More than 14 million people have been displaced and monsoon rains and flash floods are continuing to make mere survival a battle - we urge the people of Dubai to do all they can to assist our appeal.”

Staff at the Holiday Inn Dubai - Al Barsha will be manning collection and sorting areas in their free time, while an appeal to guests to donate a dollar at check-out as well as every Iftar has already started to see dividends.

Donations (*see list attached*) can be made throughout the day at the hotel reception or left with the night concierge at other times, with sorting and packaging carried out at the Gharana restaurant from 20.00 hours onwards.

Mrs. Jaffer stressed the hotel was already working closely with local community organisations in Pakistan to ensure all funds and items of clothing, blankets, medicine and dry foods reach the hands of the displaced.

For more information, please contact 04 323 4333: www.holidayinn.com or www.hialbarshadubai.com

Based on the UN recommendations the following items are required urgently:

Food: (non perishable items only):

Rice, lentils, red kidney beans, pulses and other grains, packaged dates, nuts/dry-fruits in packets, cooking oil, spices/salt;

Tea/sugar/dried milk/high energy biscuits

Medicine:

Water purifying tablets, antiseptic creams, anti malarial tablets;

Treatments for typhoid, cholera, infection;

Painkillers, including Paracetamol, Bruffen, Voltaren, buscopan, Panadol, Adol, Disprin, Septran, Ponstan;

Anti diarrhea, anti emetics (vomiting);

Dettol, antibacterial soap, iodine for water sterilization;

Antibiotics - Amoxillin, Augmentine, Actified;

Cough syrup/tablets;

Glucose, multivitamins, oral rehydration solutions;

Boxes of bandages.

Clothing/Bedding:

Clothes of any size, for men, women and kids plus shawls, jackets, blankets.

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