

Press Release

(August 11, 2011)

HOLIDAY INN DUBAI – AL BARSHA INVITES UNDERPRIVILEGED & PHYSICALLY CHALLENGED CHILDREN TO BREAK FAST AT A SPECIAL IFTAR EVENING

As part of its ongoing “[Holiday Inn Dubai Al Barsha Loves You Campaign](#)”, the Holiday Inn Dubai – Al Barsha hosted a special Iftar for Underprivileged and physically challenged children under the care of Action Care and Al Noor Training Centre.

Roxana Jaffer, Resident Director for the hotel who launched the campaign in 2007 reminded all present, the backdrop of the drive as being motivated by the words of our Prophet, “Life is not worth living unless it’s lived for someone else.”

In attendance were Jeff Johnson, President of Boeing Middle East, sponsor to “Action Care”, Saher Shaikh Founder of AdoptAcamp, Mariam Behnam, Emirates Woman of the year 2010 and Senior Adviser to the Dubai International Women's Club (DIWC), Nayla Al Khaja, CEO of D-Seven and Ispahana Al-Khatib, Director of the Al Noor Centre.

The vision of the drive for the “**Campaign that goes Beyond the Bottom Line**” took another step in hosting these beautiful children for Iftar from previous years. Additionally, the Holiday Inn Dubai Al Barsha, this year has **pledged a Dollar per Iftar sold during the Holy Month of Ramadan to bettering the life of the underprivileged children.**

Action Care, the organizing partner for the Campaign, supports a number of educational development and aids project in early childhood development, women’s empowerment, youth leadership and vocational training in conjunction with Al Ishan Charity Center one of the campaign recipient’s.

The other selected recipient is Al Noor Training Centre which serves children with special needs from different nationalities providing up to 300 children professional training and care to realize their potential and integrate into the wider community.

While all those in attendance enjoyed the hospitality of the hotel the children enjoyed a special treat with face-painting, games, as well as individual presents from the event sponsors. The children participated in role plays on Ramadan themes such as; Being Thankful, Taking initiative, Developing a Caring Heart and Overcoming selfishness which added a special touch to the evening.

According to Roxana Jaffer, success of such a campaign is underlined when sponsors, staff and well wishers all come together. “It is all about giving back to the community, and we were delighted with the response and would like to thank them by remembering the words of our Prophet, SAS ‘Paradise is the abode of the Generous’ Ramadan Kareem.”

For photos from this event, please [click here](#).

