

Health & Technology

# Ooredoo Kuwait holds internal blood donation campaign

Annual initiative reflects company's Corporate Social Responsibility



This photo shows Ooredoo's CEO Mohammed Bin Abdullah Al-Thani on a tour during the blood donation campaign.



This photo shows Mejbel Al-Ayyoub and Fadl Qa'war with the employees during the blood donation campaign.

KUWAIT CITY: Ooredoo Kuwait organized an internal blood donation campaign for its employees at its headquarters in Kuwait City. The campaign came in partnership with the Central Blood Bank of Kuwait and is an annual initiative that reiterates its commitment towards the Kuwaiti society and stems from its values of caring, connecting, and challenging.

Ooredoo arranged for a special clinic in its headquarters, equipped with the latest medical equipment that meets international standards, in order to collect blood and have it transported safely to the Central Blood Bank of Kuwait to be used in emergency situations once they arise. The campaign received positive feedback and remarkable participation from Ooredoo employees to donate their blood to help those who are in need and to fulfill their commitment towards society.

Mijbil Alayoub, Senior Director of Corporate Communications at Ooredoo Kuwait said, "There is no better feeling than contributing to changing other people's lives. We

believe that blood is a vital component to one's being, therefore, in collaboration with the Central Blood Bank, Ooredoo Kuwait has organized this campaign where its employees were given the chance to save lives." Ooredoo Kuwait and its

employees strongly believe in giving back to the community and making a real difference in the lives of people who need it the most. Kuwait and its people remain an integral part of the company's corporate social responsibility strategy.



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