

What's On



Ooredoo concludes month of volunteer activities

Alayoub: Proud of our leading role in supporting volunteerism and charitable acts

Ooredoo concluded its Ramadan program of activities, which included internal initiatives targeting staff members as well as external initiatives targeting different society segments. These initiatives come in line with the company's social responsibility strategy during the Holy Month. Commenting on this in a statement, Ooredoo Kuwait's Senior Director of Corporate Communications Mijbil Alayoub said: "We're proud of all the participants and their willingness to give selflessly, especially during the holy month of Ramadan. We're also very proud of our leading role in supporting volunteerism and charitable acts in this holy month."

OOREDOO VOLUNTEER PROGRAM

Ooredoo re-launched its Volunteer Program, following the great success it achieved upon the official launch of the program last five years. This program was launched in cooperation with Spread the Passion, a local non-profit organization which aims at encouraging youth to be more engaged in voluntarily programs. The program volunteers had visited hospitals of Al Razi Ibn Sina, and Al Farwaniya to share the festivities of Girgian by distributing boxes of sweets as well as distributing the Girgian boxes to the children who attended the Ramadan Souq Murouj. The boxes were previously prepared by the volunteers in an event that fosters the values of caring and connecting, two of the core values of Ooredoo Kuwait.

In addition, Ooredoo helped to distribute Iftar meals during the Holy Month of Ramadan through a distribution centre outside its head office and in its Iftar tent. The meal distribution drive is fully operated by Ooredoo's volunteer program members, after the great success of the program in the last five years.

INVESTING INTERNALLY

Welcoming the Holy Month of Ramadan, Ooredoo organized a special 'Graish' meal for its staff at Ooredoo's headquarters in Al Soor Street. The 'Graish' meal was a way to welcome the Holy Month with its employees and to revive the old Kuwaiti customs and heritage. All employees gather on this occasion to have one last meal before Ramadan together, greet each other and exchange best wishes. What made this year's Graish special were the surprise guests of Arab sports legends and celebrities participated in the judging panel, including soccer legends Jassim Yaqoub, Saad Al Houti and captain Wael Gomaa, star commentator Khaled Al Harban, star sport presenters Hafid Derradji and Mohammed Saadon Al Kuwari.

Connecting with its staff, Ooredoo held its Ramadan Ghabqa for its employees and subsidiary companies. The theme for this year was "Ramadan Brings Us Closer, Our Ghabqa Gathers Us". The Ghabqa was held at the Four Seasons Hotel and was attended by Ooredoo Group board chairman, Sheikh Abdullah Bin Mohammed Al Thani, Ooredoo Kuwait's board chairman, Sheikh Mohammed Bin Abdullah Al Thani and Ooredoo board member and former minis-



ter of state for housing affairs, Bader Al Humaidi. The Ghabqa also included many recreational activities and competitions.

DIFFERENT ACTIVITIES

In addition to the Iftar meals distribution, Ooredoo hosted many different events during the holy month of Ramadan, including visits to the Autism Centre, hospitals and special needs centers to celebrate Girgian, as well as the participation in Al Najat Charity Society's fundraising campaign, which successfully raised more than KD 500,000 to help in supporting hundreds of needy families in Kuwait. Ooredoo participated with a social media awareness campaign prior to the fundraising campaign, to invite the public to this event. The event was attended by several social media influencers, charity patrons and donors. The charity campaign highlighted the suffering that needy families face due to issues with limited income, healthcare expenses, tuition fees and debts. Ooredoo also joined the Kuwaiti Society for Cultural Dialogue in a campaign that helped in collecting excess sweets from the



Girgian in 360 Mall, for it to be sent to the children of Syrian refugees in the camps.

Ooredoo sponsored the latest edition of The Women's Football Tournament 2019 that took place in Jaber Al Ahmad Stadium. The tournament gave female football players in Kuwait and the GCC the opportunity to participate in a unique sporting experience that

elevates human conditions and empower a new generation of female athletes. The main goal of sponsoring the Women's Football Tournament is to support women with athletic skills and to encourage them to participate in events that contribute to creating a healthy lifestyle.

Ooredoo has also supported women by sponsoring the Hana Eleven Expo, an exhibition which presented a selected range of products and services local, regional and international companies, as well as creative, individuals, all within a unique showcasing experience targeting fashionable and empowered women. The exhibition was held at Al Raya Ballroom to support Kuwaiti women participating in the exhibition to showcase their product lines and promoting their small businesses among targeted audience.

The VIP and Direct Sales Department at Ooredoo Kuwait celebrated Ramadan in an exclusive Ghabqa with its VIP customers at the Four Seasons Hotel - Ramadan tent in the heart of Kuwait City. The Ghabqa was exclusively attended by a group of VIP's and public figures who enjoyed the luxurious atmosphere of the Ramadan Tent, in where a traditional band had livened up the place with some traditional instrumental music.

