



Ooredoo introduces special program celebrating Ramadan



KUWAIT: In continuation of its yearly tradition of leading charitable and humanitarian initiatives, Ooredoo Kuwait announced its readiness to launch its rich program of activities throughout the holy month of Ramadan. The program also witnesses the launch of the 5th edition of the award-winning Ooredoo Volunteers Program, which witnessed the participation of hundreds of youth since its inception. Ooredoo has invested heavily in the award-winning annual volunteer program OVP Ooredoo Volunteers Program for youth, a program that continues to attract hundreds of participants, preparing them with the right set of skills and tools before matching them with volunteering opportunities. The program was established in 2015 and grows every year and has reached more than 350 volunteers today who are taking interest and participating in every CSR related activity at Ooredoo.

Ooredoo launched its activities with distributing iftar meals to hundreds of people from its iftar tent, with its prime location on Soor Street opposite its head office. The iftar tent drive is fully operated by Ooredoo's volunteer program members, after the great success of the program in the last years. The upper management at Ooredoo regularly participate in the activities, in addition to staff from the company's different departments and divisions.

Other activities that will take place will also include Ooredoo's collaboration with Re:Food, which is a non-profit Kuwaiti youth initiative which focuses on distributing food to those who are in need, as well as raising awareness towards food waste and the importance of volunteer work in the community. It is a pure social responsibility and humanitarian mission. A women's football tournament will also take place, which comes in tandem with Ooredoo's strategy in empowering women, as well as encouraging them to follow a healthy lifestyle and practice their favorite sports in a positive environment. The Steps charity initiative will be held in Al-Hamra Mall during the holy month, where the initiative aims to encourage fasters to stay active while contributing in charitable action for every lap made inside the mall.

Investing Internally

Welcoming the holy month of Ramadan, Ooredoo held a special celebration marking 'Graish', the traditional Kuwaiti tradi-

tion of feasting before the month of Ramadan. The annual tradition allows Ooredoo 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 in a festive atmosphere. Adding a fun competitive flair, a judging panel of the upper management will attend the event and announce a winner from the company's different departments.

Annual Ghabga

Embodying the core value of connecting, Ooredoo will hold its annual ghabga during the holy month of Ramadan, fostering the one-family spirit and enjoying traditional festivities in a friendly set-up between the upper management and staff across the entire company. The event aims to provide an opportunity to interact and celebrate the Ramadan spirit, away from the bustle of office life.

In addition to this, Ooredoo's volunteers and staff will lead a number of charity drives and Ramadan celebrations in collaboration with different entities such as the Ministry of State for Social Affairs' orphanage and the elderly care center. Ooredoo will also mark the children's beloved girgira tradition with celebrations in children's hospital wards and centers for children with disabilities and special needs. Ooredoo will also be joining Al-Najat Charity in 360 Mall for an initiative that helps in providing and supporting families in need.

Commenting on this, Ooredoo Kuwait's Corporate Communications Senior Director Mijbil Alayoub lauded the volunteers for their commitment to the spirit of giving throughout the Holy Month, noting that this is an important value that the company aims to instill in youth throughout its volunteer program. "We are proud to be a supporter for youth who aspire to volunteer their time serving others. This campaign is aligned with our core values of caring, connecting, and challenging, and the ongoing interest of youth in our program is what keeps us going," he said.

The company also announced that it will release tailor-made plans and offers that better suit consumption trends during the holy month, to continue its pledge towards enriching the lives and experience of its customers.



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Indulge in our various activities this holy month. From iftar to Ghabka, experience Layali Al Messilah and Badriah ballroom with live oriental music for entertainment. Designed in exquisite perfection for families, friends and corporate. Cherish these illuminating moments with us.

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