

## Successful Launch of “Min Misry Le Misry” Initiative

The fundraiser “Min Misry Le Misry” launched off with great success at the Sakia Culture Wheel in Zamalek last Friday, 8<sup>th</sup> April, 2011. The initiative aims to raise funds to help those injured during the 25<sup>th</sup> January Revolution by funding surgeries, post surgery and vocational rehabilitation.

The charity fundraiser attracted a large number of people. Visitors attended the charity bazaar to support the cause by buying branded merchandise with the Revolution theme and enjoying the different snacks graciously donated by some individuals.

The charity bazaar is the first in a series of events scheduled. The upcoming fundraisers are planned to take place in different locations across Cairo to attract as many people as possible and raise as much funds for the cause.

“Min Misry Le Misry” initiative is a synergy of efforts between Giza Systems, Raya Holding, Summit Holding, and Microsoft. The companies came together with the firm belief that together they can make a difference and rebuild the- country.

The organizers and volunteers from the different companies reflected this belief. They worked side by side throughout the day as a unified whole. The philanthropic spirit of the event was palpable and contagious. All those present at the event could feel the spirit of cooperation, friendliness, and altruism that rendered the event such a success.

As part of corporate social responsibility, companies are urged to join the “Min Misry Le Misry” Initiative or adopt similar initiatives to promote the welfare of Egypt.

For all those interested in donating to the cause, the Alaa Charity NGO CIB account number is: 9790100029.

To find out more about the event and the upcoming fundraisers, please visit the event’s facebook page.

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