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# AlMarasem privileged to sponsor Egypt Paralympic Team's run For Tokyo 2020 Special Olympics

*AlMarasem working with Al Orman to rebuild homes of families in Egypt's most impoverished villages*



AlMarasem, at a star-studded gala held at the Intercontinental Cairo CityStars on Monday 12 February, took the occasion to new heights by celebrating the launch of "AlMarasem's World" encompassing its iconic Fifth Square and Capital Gate developments, taking shape in the heart of New Cairo. The 1,200 attendees, including government officials, clients, brokers, bankers, partner agency representatives, and sporting club board members, stepped into AlMarasem's World where they received access to exclusive insights on Fifth Square and Capital Gate as well as AlMarasem's ambitious future plans in Egypt, concluded by a one of a kind performance by Lebanese superstar Elissa.

Born out of a belief that AlMarasem's World encompasses caring for and helping the most vulnerable segments of society, AlMarasem's "Key for a Key" initiative was launched. For every housing unit sold, AlMarasem helps to recon-

struct or renovate a house in Egyptian villages most in need of support. On 1 February 2018, the first phase of the initiative was delivered, with 140 homes welcoming their families in three villages in Beni Suef. The initiative is set to continue for several more years to come.

Keeping up with its tradition of helping those that are most deserving, AlMarasem announced it is working hand in hand with the Egyptian Paralympic Committee to provide sponsorship to Egypt's special needs athletes and future champions to help them qualify for and represent Egypt at the Tokyo 2020 Olympic Games.

AlMarasem firmly believes that the spotlight should equally be on all athletes, especially those with a passion and commitment to overcome potential physical disadvantages. These champions deserve society's recognition and aid on their quest to make Egypt proud at the next edition of the Paralympic Games in 2020.