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PUBLICATION:	Daily News
DATE:	14-May-2015
COUNTRY:	Egypt
CIRCULATION:	10,000
TITLE:	Novartis Egypt partners with Red Crescent, Resalet Nour Ala Nour, and Healthy Egyptians to celebrate 19 th Community Partnership Day
PAGE:	09
ARTICLE TYPE:	Agency Generated News
REPORTER:	Staff Report
AVE:	4,858

Novartis Egypt partners with Red Crescent, Resalet Nour Ala Nour, and Healthy Egyptians to celebrate 19th Community Partnership Day

Novartis Pharma S.A.E Egypt "Novartis" partnered with the Egyptian Red Crescent (ERC), Resalet Nour Ala Nour charity organisation, and Healthy Egyptians to celebrate the company's worldwide annual Community Partnership Day (CPD) on 21 April. Under the theme "Long Live Life", more than 100 Novartis associates spent the day in Arab Sarab, Shabramant helping to improve the lives of residents and children by renovating homes, beautifying surrounding areas, teaching arts and crafts and creating environmental awareness.

"Every year, Novartis' Community Partnership Day brings to life our daily commitment to our communities across 55 countries," said Basyouni Abouseif, Novartis Egypt CPO Head and Country President. "At Novartis, we are dedicated to caring and curing; making peoples' lives better is what we're about as a company."

"This year, we're happy to partner with Resalet Nour Ala Nour to lend a helping hand to the residents of Shabramant," said Reem El-Adl, Communications and Public Affairs Head. "On this day, we are proud to help improve

residents' living conditions and also share with them the basic knowledge that will help them maintain these improvements on the long-run."

Novartis volunteers spent the day interacting with residents, renovating and painting houses, walls and sidewalks to create a more welcoming environment; planting trees all around the houses; and engaging in games, sports, arts and crafts with the children at the Arab Sarab Nursery. They also helped raise residents' awareness of maintaining a cleaner and greener environment.

"This day clearly shows how leading healthcare companies such as Novartis can make a definitive contribution to their communities, especially when it comes to raising awareness of critical health issues and emphasising prevention," said Dr Momena Kamel, ERC Secretary General. "These humane values and initiatives are perfectly aligned with the ERC's mission to help communities in need. We hope that our first collaboration with Novartis delivers viable impact, especially in helping our country's youth."