

<b>PUBLICATION:</b>	The Egyptian Gazette
<b>DATE:</b>	14-Jul-2021
<b>COUNTRY:</b>	Egypt
<b>CIRCULATION:</b>	120,000
<b>TITLE:</b>	AXA Egypt launches " Safe صيف " campaign
<b>PAGE:</b>	01
<b>ARTICLE TYPE:</b>	Agency-Generated News
<b>REPORTER:</b>	Staff Report
<b>AVE:</b>	35,712

# AXA Egypt launches Safe صيف campaign



**THIS summer, AXA Egypt launches its “Safe صيف” summer campaign, offering a holistic unique protection experience through different initiatives for both customers and non-customers. Aimed at protecting what matters, the campaign’s initiatives focus on 4 main protection pillars: personal belongings, road trip, water & environment and health.**

Through a newly introduced innovative custom-made “Safe Box”, AXA encourages people to protect their valuable belongings. Starting this summer at Stella Beach, Sidi Abdelrahman in Sahel, beach goers can store their belongings while enjoying a carefree time.

To help people protect their road trip from and to Sahel, AXA has partnered with NACITA to offer a free check-up on a car’s AC, 5 tires, battery & alternator, lights and fluids. Throughout the summer, travellers can find NACITA inspection points at Emarat Misr beside Dandy Mall on the road to Sahel, and Taqa station on their way back.

Advocating for protecting the

environment, AXA Egypt has launched the 1st and biggest beach clean-up in the Middle East, as part of its sustainable development strategy, in collaboration with Banlastic – a social enterprise based in Alexandria that tackles the plastic pollution problem since 2018. The initiative takes place at Stella beach, every weekend during July & August, offering the people on the beach fun activities, with eco-friendly giveaways to the most engaged, to raise awareness on the dangers of single-use plastic.

Anchoring on continuous efforts

in health protection, AXA is raising awareness on OneHealth medical centre – within AXA Egypt medical network- presence at Stella Walk, North Coast which offers a unique healthcare experience. North Coast travellers can enjoy the clinic’s convenience and proximity through walk ins, 24/7 teleconsultations, and video call consultations available during summer.

Through a solid vision, AXA aims at raising awareness on the importance of protection in all aspects of life, through offering a different and inclusive experience to Egyptians.

