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AXA's Safe صيف summer campaign protects lives

WITH the end of the summer season almost upon us, AXA Egypt's "Safe صيف" campaign, has successfully contributed to helping customers and non-customers experiencing unique protection services, through different initiatives.

"Our sole focus this summer has been to raise awareness among Egyptian travellers regarding the importance of protection across the different aspects of their lives; be it belongings, cars, health or their surrounding environment, and to provide a 'safe' summer experience," said Ayman Kandeel, Chairman of AXA General Insurance and Managing Director of AXA Life Insurance.

AXA protected around 2500 road



trips by offering free check-ups on cars' ACs, five tires, batteries and alternators, lights and fluids for travellers who could locate inspection points on the road to and from the North Coast throughout the summer season. In addition to that, AXA's innovative custom-made "Safe

Box" represented a reminder of the importance of protecting people's valuable assets. The Safe Boxes were made available for beachgoers to store their belongings while enjoying a carefree time.

AXA's Mega Sahel Beach Clean-up, the biggest in Egypt and the

Middle East and organised in collaboration with Banlastic, consisted of 16 clean-ups at one of the compounds on the North Coast. By engaging children and teenagers, and the efforts of more than 200 volunteers on eight consecutive weekends, the amount of waste collected reached more than three tons.

"We are proud of our on-ground impact this year towards implementing AXA's sustainable development strategy by dedicating massive collective efforts to protect the environment, reflecting AXA's brand purpose to act for human progress by protecting what matters," said Dina Azer, AXA Egypt Marketing and Communication Director.