

Cimenterie Nationale sponsors a Christmas lunch hosted by the Rifaq el Darb Association

For the second year running, Cimenterie Nationale has sponsored a Christmas lunch for nearly 1,000 elderly and needy people organized by the Rifaq el Darb Association. The event is part of the association's ongoing initiative to support the less fortunate, specifically those who live alone, and ease the burden of poverty and loneliness.

Sponsoring this project marks another step in a long history of Cimenterie Nationale's social and environmental programs that include the ongoing sponsorship of schools, sports clubs and civic organizations, as well as reforestation initiatives and a project to survey and protect marine turtles. Cimenterie Nationale has also established a summer camp in its name for the children in the Chekka and Enfeh areas.

This year's Rifaq el Darb lunch, held at Assaf à Kattin restaurant in Kesrouan, brought together guests from all over Lebanon, all of whom wholly participated in the distribution of gifts and the festive singing and dancing.

Joe Taoutal, President of the Rifaq el Darb Association, thanked all those who attended, including Cimenterie Nationale, for their contribution and support of the project and stressed the Lebanese private sector's commitment to corporate social responsibility.

The Rifaq el Darb Association, which was founded by students from St. Joseph University in 1993, is primarily dedicated to paying home visits to the elderly, helping them move into more adequate living quarters, arranging medical visits and supplying them with basic food and medicine. Today, the Association takes care of over 100 elderly people, living mainly in the Achrafieh, Mar Mikhaël, Nabaa and Bourj Hammoud areas of Beirut.

Cimenterie Nationale was founded in 1953, and has grown to become a leader in the cement sector. Throughout its years of activity, the company has sought to preserve high standards of ethics and integrity which are clearly reflected in the role that Cimenterie Nationale is playing as a community member. This role is expressed in numerous ways: being a factor of economic development by providing job opportunities and developing the industry, contributing to the well-being of the community, and safeguarding the environment. The ecological aspect has been of particular importance for Cimenterie Nationale, as the company continually and heavily invests in its production facilities to

keep them environmentally friendly, and has obtained the environmental ISO certification as a result of this effort.