



Bassma Launches its 1st World Family Day Campaign

With the Support of Nancy Ajram, to Help Families in Need.

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Tags: [#TSCSupportsBassma](#) - [press release](#) - [Sandra KlatAbdelnour](#)

Bassma, an NGO dedicated to empowering underprivileged families, launched its 1st ever World Family Day campaign, with the support of Nancy Ajram, from May 15 to May 31, with a conference followed by a

brunch at the Raouché Arjaan by Rotana Hotel attended by various media partners, social influencers, partnering outlets and dedicated members from the organization.

The campaign, aimed at reminding people of the core value of Bassma, featured two activations; Meal-for-Meal and Find the Balloon.

The Meal-for-Meal activation had Bassma partner with select restaurants: Casper & Gambini, Lina's, Obi, Café Blanc, Sultan Ibrahim, Diwan Al Sultan, Beirut Cellar, KFC, Hardees and Olive Garden at the Gefinor Rotana. The campaign encouraged customers to visit these restaurants who in turn would provide Bassma with various hot meals for needy families.

As for the Find the Balloon activation, Bassma partnered with City Centre Beirut and select outlets of TSC and encouraged people to find the Bassma balloons at these locations, take a picture with it and post their photo on social media with the following hashtags: #BassmaWFD#EmpowerFamilies, as well as #TSCSupportsBassma for TSC and #CCBeSupportsBassma for City Centre Beirut. In line with this activation, TSC kindly provided 15 destitute families with 'goodie-boxes' filled with home goods and appliances, such as pillows, towels and bedspreads, worth 100\$ each that would help improve their living conditions. As for City Centre Beirut, they also generously offered 25 gift cards with a value of 100\$ per card, for each family in need, further assisting them with items that would make their lives much easier.

Commenting on the occasion, Sandra KlatAbdelnour, Bassma's Founder and President said, "We are so grateful for all the outlets that have partnered with us for this significant campaign. Together, we have been able to provide over 2000 hot meals and gifts for approximately 500 families."

She added, "Bassma has an ongoing commitment to empower families and help them become self-sufficient on the long term, and we look forward to making every day a World Family Day."

Bassma is an exceptional NGO dedicated to ensuring that the entire family is well taken care of, from the children's tuition to the roof over their head as well as medical costs and otherwise, and works hard at providing a healthy and happy life for those in need.