

'WEAR A SMILE WITH BASSMA' BRACELET CAMPAIGN



**WEAR A SMILE
WITH BASSMA**



Bassma, an NGO devoted to empowering destitute families, has come up with an initiative to raise money in order to continue its mission of working on social development and helping the deprived. Bassma designed an 18 carat bracelet that says “smile”. The bracelet will be sold for 120\$ in different locations and all profits will help the NGO empower families across Lebanon. The bracelet will be sold at ABC Achrafieh from July 16 to July 22, Beirut City Center from July 23 to July 27, and at Le Mall Dbayeh from July 23 to July 27. The bracelet is also sold online on Bassma’s official website at www.bassma.org/smilebracelet.

The “Wear a Smile with Bassma” Bracelet campaign was also promoted online through different social media platforms. A handful of social media influencers and celebrities supported the campaign by posting pictures of their Smile Bracelet on their personal pages for the good cause.

Sandra Klat Abdelnour, Founding President at Bassma, said that, “Bassma believes that healthy families are the pillars of a healthy society and every person has the right to achieve their potential through access to the proper resources.” She continues saying that she, “hopes this unique initiative

allows for Bassma to continue ensuring that everyone gets a chance at a better upbringing and quality of life.”

Bassma is an exceptional NGO devoted to social development and helping the deprived, and helps more than 15,000 people every year.