



BASSMA LAUNCHES SECOND WORLD FAMILY MONTH

On the occasion of the UN's International Day of Families, and in collaboration with the UN Information Centre – Beirut, BASSMA launched its second World Family Month campaign. The event highlighted BASSMA's initiatives during the month of May and marked the launch of the City Centre Beirut initiative, which includes a customized vending machine set at City Centre's galleria area; and Live Love Laugh For A Cause also launched their initiative, where 25% of the proceeds of purchased items will be going to BASSMA.