



Arabian Oud sponsors mass wedding for 250 couples in Makkah

As part of its social responsibility plan

KINGDOM OF SAUDI ARABIA, JEDDAH, September 3, 2013 /EINPresswire.com/ -- Riyadh, September 03, 2013 – Arabian Oud, the largest specialized perfume retailer in the world and the Middle East region's foremost luxury fragrance house, extended its heartfelt congratulations, as the Gold Sponsor of the event, to 500 youths as they tied their knots in the fifth mass wedding held on 19th of Shawwal 1434 H at King Saud Hall, Umm Al-Qura University, Makkah. The event was organized by The Charity Society for Helping Youth Get Married in Makkah, under the auspices of HRH Prince Khaled Al Faisal, Governor of Makkah Province.

Arabian Oud's sponsorship of the mass wedding reflects its strong commitment to social and humanitarian responsibility to raise the bar of these types of communal initiatives which target all segments of the society, with particular focus on the youth as the present and future pillars of comprehensive development. At the event, Arabian Oud gave away valuable gifts to the newlyweds, including a wide range of Arabian Oud's luxurious fragrances for men and women, in addition to a selection of incense for homes.

The event was of great importance at the level of encouraging the youth to marry and build typical and well-knit families to effectively contribute to comprehensive development in the future. Broadcasted live on several television channels, the fifth mass wedding leveraged on the latest technologies and advanced solutions to provide a high-spirited, unique environment for both the spouses and the audience. At the end of the ceremony, Arabian Oud, represented by Mohammed Abdul Wahab Merdad, received an honorary shield for its support to the event.

Arabian Oud upholds an impressive track record of excellence in making effective contributions to several social initiatives across Saudi Arabia, in collaboration with a number of humanitarian and charity associations to support the youth, needy families and people with special needs.

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