

Mövenpick Resort Taba: Growing Success of Kilo of Kindness Month

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LOS ANGELES, CALIFORNIA, UNITED STATES, May 16, 2019 /EINPresswire.com/ -- Magnificent landscapes, breathtaking mountains and the alluring turquoise waters of the Red Sea set the stage for the Mövenpick Resort Taba. Located directly on Taba Bay overlooking the Gulf of Aqaba, the meeting point of four countries with views of Jordan, Israel and Saudi Arabia.

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Mövenpick Resort Taba

Community initiatives are at the heart of the resort's key sustainability projects. Their Kilo of Kindness charity drive, launched on the UN International Day of Charity on 5 September 2018, remains part of Mövenpick's global campaign to help local communities. Over a 15 day period, guests and interested participants are invited to donate one kilo of food, clothing and educational supplies at hotels which are then distributed to those in need, both adults and children. In 2017, a total of 8,500 kg in food and school supplies were donated to twelve Mövenpick properties.

Mövenpick Resort Taba pledged that any donations they received during the Kilo of Kindness campaign be given to the Mn Agl Masr charity organisation. Mn Agl Masr is responsible for a range of remarkable social services across Egypt including educational, cultural, volunteering and charitable initiatives. Generous guests, business partners, employees and government workers donated canned foods such as tuna, soup, fruit and vegetables and dry foods including rice, beans, oats, flour and powdered milk as well as essential items of clothing.

The Kilo of Kindness campaign is part of Shine - Mövenpick's global corporate social responsibility programme. Shine's initiatives are grouped around three pillars -Environment, Employer and Social Sustainability - with Education the common focus. Educational supplies in demand include books, notebooks and stationery such as pens, pencils, rulers, erasers, sharpeners, glue and scissors. All contributions are gratefully received during the annual campaign, which will be run again at the end of the year.

About Green Globe Certification

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