

PRESS RELEASE

Majid Al Futtaim Shopping Malls Launch ‘Ya Beirut’ Donation Initiative to Support the People of Lebanon

Activated in the UAE in collaboration with Emirates Red Crescent

Dubai, UAE, 17 August 2020: Majid Al Futtaim, the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia, has launched an initiative in support of the people of Lebanon following the tragic explosion in Beirut on Tuesday 4 August. The initiative will be set up across all Majid Al Futtaim shopping malls in the UAE to raise and collect donations which will be distributed to Lebanese people in need affected by the blast in Beirut.

Shoppers and visitors to Majid Al Futtaim shopping malls, as well as members of their respective wider communities, are urged to support the people of Lebanon by gifting all-important donations. These could range from clothes, electronic to non-perishable food items, books, and toys.

Majid Al Futtaim is activating the initiative in the UAE by joining forces with Emirates Red Crescent to manage the distribution of donations in Lebanon.

The initiative will include donation boxes installed across all Majid Al Futtaim shopping malls in the UAE, including Mall of the Emirates, City Centre Deira, City Centre Mirdif, City Centre Ajman, City Centre Sharjah, City Centre Fujairah, My City Centre Al Barsha, My City Centre Masdar and the Matajer malls. Visitors will be able to find the donation boxes installed at various locations throughout Majid Al Futtaim shopping malls.

Fuad Mansoor Sharaf, Managing Director, Majid Al Futtaim Properties, Shopping Malls (UAE, Bahrain & Oman), said: “Majid Al Futtaim has been deeply moved and touched by the tragic events in Lebanon. We understand that these are incredibly testing times for Lebanese people across the world. Having served and operated in the country for so many years, Majid Al Futtaim has also grown to become a part of the community and is committed to do as much as we can to help those in need. We are incredibly grateful for the support of Emirates Red Crescent in taking this initiative forward”.

‘Ya Beirut’ initiative underlines Majid Al Futtaim’s commitment to supporting the communities and markets in which it operates and being a responsible corporate citizen.

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About Majid Al Futtaim

Founded in 1992, Majid Al Futtaim is the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia.

A remarkable business success story, Majid Al Futtaim started from one man's vision to transform the face of shopping, entertainment and leisure to 'create great moments for everyone, every day'. It has since grown into one of the United Arab Emirates' most respected and successful businesses spanning 16 international markets, employing more than 44,000 people, and obtaining the highest credit rating (BBB) among privately-held corporates in the region.

Majid Al Futtaim owns and operates 27 shopping malls, 13 hotels and four mixed-use communities, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, Mall of Egypt, City Centre malls, My City Centre neighborhood centers, and four community malls which are in joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in a number of markets across the Middle East, Africa and Asia, operating a portfolio of more than 300 outlets.

Majid Al Futtaim operates more than 500 VOX Cinemas screens and 37 Magic Planet family entertainment centers across the region, in addition to iconic leisure and entertainment facilities such as Ski Dubai, iFly Dubai, Dreamscape and Ski Egypt, among others. The Company is parent to the consumer finance company 'Najm', and a Fashion, Home and Specialty retail business representing international brands such as Abercrombie & Fitch, Hollister, AllSaints, lululemon athletica, Crate & Barrel, Maisons du Monde and LEGO. In addition, Majid Al Futtaim operates Enova, a facility and energy management company, through a joint venture operation with Veolia, a global leader in optimized environment resource management.

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