

NEWS RELEASE

QNET's 'Ramadan Bags Convoy' initiative feeds thousands across Egypt

CAIRO, 13 August, 2012: [QNET](#) organised a two-day national feeding programme last week for several hundred people in Egypt, in conjunction with the holy month of Ramadan.

The *Ramadan Bags Convoy* is part of the [QNET Pays Forward](#) program, a Corporate Social Responsibility (CSR) initiative of the company that reflects its core philosophy of RYTHM or [Raise Yourself To Help Mankind](#). Through the *Ramadan Bags Convoy* project, QNET, a global leader in the field of direct selling, with a strong presence in [Egypt](#), aims to provide food for the underprivileged to break their fast.

Charity is an integral part of Ramadan and many initiatives spring up, leading up to, and during the month-long celebration. Drives to donate food to those in need, to ensure they can break their fast with a proper meal, are organised all over the country to enable everyone to contribute freely and participate in this aspect of Ramadan.

“It is our way of helping to provide those who have little, with the opportunity to prepare traditional breakfast for their families once the sun goes down. Also, our customers joined hands with us to make this project even more meaningful,” said Zaheer Merchant, speaking on behalf of QNET.

A team of 50 distributors of QNET, known as Independent Representatives (IRs), participated in the project to help disburse the bags to 500 needy families in places such as Benysweif, Qaluobia and Cairo.

Distributing Ramadan Bags is a long standing tradition in Egypt during the holy month.

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