

School Feeding Program Press Conference

Sunday 17th April 2011

Agenda:

12:30 - 13:00	Welcome reception
13:00 - 13:10	Mr. Mohamed Al Hamamsy- Chairman of the Board of Trustees of Vodafone Egypt Foundation
13:10 - 13:20	Mrs. Noha Saad, Secretary General of Vodafone Egypt Foundation
13:20 - 13:35	Mr. Gianpietro Bordignon WFP Egypt Representative and Country Director
13:35 - 13:45	Eng. Hatem Dowidar, Vodafone Egypt CEO & member of Vodafone Egypt Foundation board of trustees.
13:45 - 14:05	Guest of Honor Speech
14:05 – 14:10	Group Picture
14:10 – 14:30	Qs&As
14:30 – 15:00	Light Lunch

Initiative Overview:

"Wagbety Fi Madrasty" initiative aims at effectuating one of the school feeding programmes of the World Food Program by providing school children in the most disadvantaged areas in Egypt with a balanced nutritious meal. The Initiative goal is to cut the growing malnutrition rates, support School Feeding national Program (SFP), boost the mental and physical growth of children, and enhance mental abilities and thus learning achievement and to effectively support the reduction of school dropout rates.

"Wagbety Fi Madrasty" initiative, constitutes part of Vodafone Egypt Foundation's ongoing social investments which aim at promoting education development; one of the main cornerstones of progress. The first initiatives launched by Vodafone Egypt Foundation was "Madrasty" (My School), through which 350 schools have been renovated and 4000 school buildings were upgraded including classrooms, playgrounds, washrooms and libraries. This initiative was followed by another one; "Seheti fi Madrasty" (My Health in My School), which established 2000 school clinics. Vodafone Egypt Foundation continues to exert efforts in the education sector through its recent Literacy Initiative launched in cooperation with UNESCO, Life Makers, Coptic Evangelical Organization For Social Services (CEOSS), Youth Association for Population and Development, the General Authority for Literacy and Adult Education, as well as 20 implementing NGOs and young volunteers to eradicate the illiteracy of 17 million Egyptian in 5 years.