

MYSCHOOLPULSE 5K successful fourth edition on last SUNDAY AUGUST 4th, 2013 IN FAQRA CLUB

AUGUST 9, 2013

The event contributed to the schooling of 160 children hospitalized with cancer over the last three years.

The event took place in the presence of His Excellency M. Raymond Audi, Bank Audi's



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Chairman, Mr. Farid Chehab, Leo Burnett's Honorary Chairman and

Advisor to the board, Mr. Tony Salame, Aishti's CEO, Mr. Walid Kazan, Byblos Bank's Assistant General Manager and Head of International Network Division, M. Fadi Yarak, Director of the Ministry of Education, and Mrs. Raymonde Abou, Consultant for Lycée Libanais Francophone Dubai.

On a new track in Faqra, this fourth edition was the most successful ever! With more than 1,600 participants, once again it appeared as a major sporting event for families in August.

The race is organized for the benefit of Myschoolpulse, which finances the schooling of children stricken with cancer and other severe illnesses during their long treatment away from school and friends.

This year, the new itinerary ended near the Aishti Store, where the awards ceremony took place. All participants – runners or walkers – enjoyed a sunny, but not too warm, day in the spectacular setting of Faqra Club. This great event was, as usual, perfectly organized thanks to the support of the Beirut Marathon Association, Faqra Club, many generous sponsors, and Myschoolpulse founders Mireille Nassif and Danièle Diab, respective mother and cousin of the young Paul Yared taken away by bone cancer four years ago at 12 years of age.

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Before the award ceremony, Mireille Nassif, inspired by Paul's exemplary fight, explained how critical it is for sick children to continue learning as it gives them strength and hope to battle against their illness. Medals and gifts from sponsors were then awarded to the winners. For the 5K runners, eight categories were created to ensure that all participants get a chance to win. Moms with children (ages 3-8) were not forgotten with a special 1K course just for them. Congratulations to the overall winners: Mr. Ahmed Jaffal 16'51" and Ms Arego Abbati 21'35" !

160 CHILDREN SCHOOLED IN 4 HOSPITALS, 5000 HOURS OF TUTORSHIP

Myschoolpulse is present in four major hospitals across the country. To date, the organization has provided around 5,000 hours of tutorship and supported more than 160 sick children. Classes take place in hospitals and are led by experienced teachers selected by Mrs. Raymonde Abou, a highly recognized professional in the field of education.

Myschoolpulse also provides computer training for sick children at the Oumnia center, with a focus on those who might develop a physical handicap for life resulting from their illness.

For more details and donations, please visit www.myschoolpulse.com.

Myschoolpulse's work has had a significant impact on the children's academic performance and ability to keep up with school. More importantly, the support provided is helping children's morale and giving them the confidence they need when they resume school at the end of treatment.

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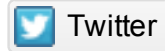
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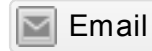
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