

## **Residents of Darat Samir Shamma for the Elderly treated to a memorable Mother's Day at Mövenpick Resort & Spa Dead Sea.**

**Dead Sea, Jordan, 29 March 2015 – Nineteen women from Darat Samir Shamma for the Elderly were treated to a memorable Mother's Day extravaganza at Mövenpick Resort & Spa Dead Sea, during a visit organised by the hotel's management.**



Established in 2001, Darat Samir Shamma for the Elderly is a non-profit organisation, accommodating senior residents and offering homes especially constructed to cater to the needs of the retired. The home for the elderly is supervised by a highly qualified team of personnel and specialists.

Following a special lunch at Al-Saraya Restaurant, the senior guests were treated to a special Mother's Day cake and gift packs, featuring Dead Sea products and flower arrangements.

The group was greeted and welcomed by Peter Hoesli, General Manager of Mövenpick Resort & Spa Dead Sea, along with several hotel executives and staff. "Empowering local communities is at the core of our Corporate Social Responsibility strategy, which is driven by our global initiative, Shine," explains Hoesli. "Through activities similar to the one we had today, we strive to create and share memorable experiences with local community members. This is a duty that our staff is proud to commit to each year."

"Working with Mövenpick to offer our residents unforgettable activities has been a truly extraordinary experience," says Leena Atiyat, geriatric psychologist at Darat Samir Shamma for the Elderly. "We thank Mövenpick for their continuous and instrumental support of our mission."

Mövenpick Resort & Spa Dead Sea is committed to giving back to society and supporting different organisations throughout the year. Hotel guests can contribute to such programmes by offering charitable donations via collection boxes located at the hotel lobby, or by participating in any of the hotel's sustainable activities, which include supporting the SOS Children's Village, donating JD 1 to the King Hussein Cancer Foundation for the treatment and hospitalisation of underprivileged patients, and conducting "Shine: Cooking for Education", a cooking programme on traditional Jordanian dishes.

Shine is the Global Sustainability Programme of Mövenpick Hotels & Resorts, which focusses on supporting education initiatives. Through Shine, Mövenpick aims to give back and contribute to the prosperity of each destination where the hotel company operates. Shine's practices are grouped around three key pillars – Environment, Employer and Social Sustainability, with Education forming the common thread as a key focus.

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