

## **A 200 USD Ticket to Support Kids Fighting Cancer**

### **The Children's Cancer Center in Lebanon (CCCL) Launches "Home Sweet Hope" Buy One of 10,000 Lottery Tickets to Win Your Dream House in Beit Misk while Helping in the Treatment of a Child with Cancer**

The Children's Cancer Center of Lebanon (CCCL) announced on Wednesday the launching its new fundraising lottery project entitled Home Sweet Hope, whose proceeds will be dedicated to support the center in providing treatment for kids suffering from cancer. The winner in this lottery will win a 250 square-meter Dream House in Beit Misk village, with a price worth 500 thousand dollars.

CCCL representatives stated in the press conference held at Beit Misk that 10,000 tickets will be available for this draw which will be held under the supervision of the Lebanese National Lottery Directorate. The price of each ticket will be 200 USD and they will be sold at the center or you can obtain ticket numbers from the 900 OMT branches all over Lebanon or through the website [www.homesweethope.cccl.org.lb](http://www.homesweethope.cccl.org.lb)

The draw will occur on December 25, 2013 within a special live episode to be broadcasted on MTV channel.

Mr. Farouk Jaber, Chairman of the CCCL Fundraising committee, insisted during the press conference on the importance of supporting the center and its mission aiming at treating children suffering from cancer totally for free.

Mrs. Sara Zared Manoukian, Marketing Manager of Beit Misk, the major sponsor of Home Sweet Hope, then discussed in her speech the reasons that encouraged Beit Misk to be faithful to this project. Manoukian said: "We are proud to cooperate with such an exceptional association like the Children's Cancer Center of Lebanon that draws hope in the hearts of many Lebanese children, and that has accompanied and supported parents in every single moment throughout all their children's sensitive disease phases". She also praised all the achievements of the center since its establishment and appreciated the efforts of every person who is seeking to sincerely serve the center. She continued: "For this reason, Mr. Georges Zared Abu Jawde, Chair of Beit Misk's Board of Directors, has decided in cooperation with the Children Cancer Center of Lebanon to provide a 205 square meter house to support the association that has been doing offering a lot to the society." Pointing out that this initiative constitutes a part of Beit Misk social responsibility activities, Mrs. Manoukian hoped that this will be the first step within a long-term cooperation with the center.

Moreover, Mr. Radwan Ghanem, Director of the Lebanese National Lottery Directorate, expressed in his speech his pleasure to participate in the launching of the project with the

CCCL supporters who are working "to achieve its noble goals through helping children suffering from cancer all over Lebanon." He reminded that "the Directorate since its establishment in the fifties of the last century was among the public administrations to support civil society associations aiming at helping people and developing social and cultural spirit." He clarified that "this philanthropic lottery is executed under the supervision of the Directorate pursuant to the decision of the Minister of Finance No. 722/1 of July 12, 2013 stipulating upon allowing this philanthropic lottery." He pointed out that the decree "determined the number of cards to be ten thousand cards each one to be sold for LBP 300.000, provided that the draw will take place on 25 December, 2013 and added that one winner will get a house ready to be lived in in Beit Misk with a price worth 500 thousand dollars."

Then, Mr. Naji Abou Zeid, OMT Board member, insisted that the company "is proud to cooperate with the Children's Cancer Center of Lebanon to achieve this important project and to contribute in supporting the mission of the center that has saved and changed lives of so many children and is still doing so". Abou Zeid then explained the mechanism that allows citizens to get the cards' numbers from OMT centers.

In his turn, Mr. Naji Boulos, General Director of Memac Ogilvy Company in Lebanon talked about the role of the company in supporting the project saying "we were used in Memac Ogilvy year after year to support a social issue by reflecting its image and voice in order to diminish problems whatever their difficulties were. Therefore, we chose this year to support the children's cancer cause".

Finally, Mr. Wissam Breidy, MTV representative, insisted that "MTV believes that media has an active humanitarian mission which completes its image and that it is always been seeking to serve humanitarian causes. He also pointed out that "the enthusiasm becomes bigger when things are related to children's suffering". He added: "Today, MTV is highly committed to cooperate with the Children's Cancer Center of Lebanon to support its Home Sweet Hope campaign."

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