Islamabad Serena Hotel, March 08, 2019

**International Women’s Day at Serena Hotels**

Islamabad, March 8, 2019: Serena Hotels hosted a breakfast morning to celebrate International Women’s Day and to honour the women from all walks of life. Huge numbers of women from the twin cities showed up, comprising of diplomatic community, international agencies, Serena associates, Serena Business Complex partners, representatives of the Ministry of Foreign Affairs and friends of Serena. The hosts greeted the guests under a clear blue sky as ladies enjoyed various quiz and pop up games, winning prizes from Serena. Musicians played soulful melodies while a beautiful cake was cut towards the end of the ceremony, re-iterating the celebration of Women’s Day.

The Chief Guest for the occasion was the First Lady, Madam Samina Arif Alvi, while Miss Kashmala Tariq, The Federal Ombudsperson for Protection against Harassment of Women at the Workplaces also graced the occasion.

The objective of the International Women's Day is to celebrate the struggle for women's rights in the economic, social, political, and cultural domain, to reaffirm women's solidarity in the struggle for peace and to show what women have achieved. The theme for IWD 2019 was Balance for Better, and acknowledged the growing global movement of advocacy, inclusion and support surrounding gender parity, and encouraged people to continue the vocal fight for balance.

The First Lady said at the occasion, “Women are very powerful and need to be given an environment where they can rise together and explore their skills. We must salute the women in our lives, because each one of us is playing a very important part for society at a whole”.

Ms. Kashmala Tariq was also very enthusiastic regarding women’s rights and said, “Women are no less than men, and is our right to be provided equal opportunities to come forward and do our part. We need a conducive environment to progress and rise. Let’s not be silent anymore and stand up for our rights”.

**ABOUT SERENA HOTELS**

Serena Hotels has established itself as one of the world’s leading hospitality brands offering quality accommodation, unique holiday and conference solutions, cultural heritage and adventure tourism. Its collection of 35 unique hotels, resorts, safari lodges and camps, palaces and forts located in East Africa (Kenya, Tanzania, Zanzibar, Rwanda and Uganda), Mozambique and South Asia (Pakistan, Afghanistan and Tajikistan) are in some of the world’s most interesting, enchanting, historic and exotic settings.

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