Corporate

Islamabad, April 15th, 2019

Serena Hotels, under its Cultural Diplomacy Initiative in collaboration with Pakistan Television (PTV) organized a ceremony to celebrate Baisakhi, a religious and cultural festival in Sikhism. President of the Islamic Republic of Pakistan Dr. Arif Alvi was the Chief Guest on the occasion while a huge number of people from Sikh pilgrims coming from across Pakistan, India and other countries, besides diplomats and senior officers from the Evacuee Trust Property Board attended as well.

Addressing the ceremony, President Alvi said, “Pakistan wanted cordial ties with all the countries and faiths and always desired peace in the region. Having sacrificed a lot during the war against terrorism, Pakistan has learnt the value of peace. Pakistan is now a peaceful and secure country and would continue its efforts for regional peace.”

President Pakistan Sikh Gurdwara Parbandhak Committee Sardar Tara Sing said by building Kartarpur Corridor, Pakistan had fulfilled the longstanding desire of the Sikh community. He said both Sikhism and Islam had centuries old bonds and hoped that this relation would continue in the future.

PTV World Head Mirza Masood said PTV was committed to bring change and intended to do more for all the communities living in Pakistan. He thanked Mr. Aziz Boolani, CEO Serena Hotels for the great support in hosting the event.

At the event, two documentaries on Baisakhi festival and Kartarpur Corridor were screened followed by live Sufi music performance by Saieen Zahoor.

#### Press Contact Hussain Odhwani Manager Marketing & Communication Tel: +92 333 6349264 hussain.odhwani@serena.com.pk

