Corporate

Islamabad, March 09, 2019

**President Alvi graces Serena Hotels grand Nowruz celebration**

Nowruz is a great chance for recollection of lots of great memories. Memories of relationship between man and nature, which is renewed each year. Serena Hotels hosted a grand Nowruz celebration under it’s Cultural Diplomacy Initiative on March 24th 2019.

Nine countries of the region with predominant Muslim population joined hands with Pakistan in enjoying the celebrations of the day. Afghanistan, Azerbaijan, Iran, Kazakhstan, Kyrgyzstan, Tajikistan, Turkey, Turkmenistan, Uzbekistan and United Nations established their stalls while some institutions from Pakistan including Pakistan National Council of the Arts and Pakistan Air Force Women Association set up their stalls that attracted the guests.

President Dr. Arif Alvi inaugurated the celebrations and enjoyed the day visiting the various stalls. He said that the Central Asian states gave a message of peace and that he saw a bright future for Central Asia.

Children, ladies and young visitors enjoyed the day thoroughly. The stalls offered delicacies. There were a variety of cultural performances from each participating country that enthralled the audiences till late evening and exposed them to the sights and sounds of faraway lands, all united under one celebration.

**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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