

PRESS RELEASE IMMEDIATE RELEASE

**Serena Hotels with the support of the Royal Embassy of Thailand**

**Hosted a Fundraising Gala for the Flood Affectees**

Serena Hotels with the support of the Royal Embassy of Thailand organised a fundraising event to raise funds for the relief and rehabilitation for the people affected by the floods across Pakistan.

The fundraising event was well attended by all walks of life, including the members of the diplomatic community, corporate sector, and business community, where a troupe of performers from the Phattayakul Thai Music & Drama School presented a traditional cultural dance adorned in a beautifully crafted traditional attire, an affair originally staged for the Royal Court. Alongside *Muay Thai,* the National Sport of Thailand which translates to Thai Boxing, was a delightful feat of agility and endurance by the Champion of *Muay Thai*, Mr. Anusorn Injai. The event would not have been successful without the full support of the Ambassador of Thailand to Pakistan, H.E Chakkrid Krachaiwong.

Mr. Aziz Boolani, CEO of Serena Hotels, appreciated the generosity extended by the guests and associates in raising of the funds for the flood affectees. Serena Hotels as a responsible corporate citizen has been active in supporting the flood affectees. The Company is matching the funds donated by the Hotels’ Guests and Associates. The relief goods, i.e. food supplies, and tents, are being distributed directly as well as through international NGOs under the banner of “*Jazba-e-Khidmat* *– In the Spirit of Compassion*'' initiative.

This special event featured the exotic taste of Thailand, and the guests were thrilled by the authentic taste of Thai cuisine, along with cultural performances.