Serena Hotels and KKAWF Unite for 8th Edition of "Save Tomorrow" Run & Walk to Combat Drug Abuse

**Islamabad, 28th September 2024:** Serena Hotels and the Karim Khan Afridi Welfare Foundation (KKAWF) successfully hosted the 8th edition of the "Save Tomorrow" Run & Walk, highlighting their shared commitment to addressing the issue of drug abuse in society. The event, held at Fatima Jinnah Park (F-9 Park) in Islamabad, drew over 500 participants, all eager to contribute to the cause of building a drug-free future.

Participants, divided into four categories—16 and below, 16+, 60+, and Persons with Disabilities—showcased their dedication to raising awareness and combating the widespread threat of drug addiction in Pakistan.

The event began with the Police Band performing the national anthem, followed by speeches that emphasized the importance of community-driven initiatives. Cristina Von Sperling Afridi, Chairperson of KKAWF, spoke passionately about the urgent need to protect Pakistan’s youth from the scourge of drug abuse. His Excellency Mr. Frederico Silva, Ambassador of Portugal to Pakistan, also addressed the gathering, commending the efforts of the organizers and participants for taking a stand against this global issue.

Prizes were distributed to winners in each category, honoring their commitment and participation in the cause.

The 8th edition of the "Save Tomorrow" Run & Walk highlights the power of collaboration in the fight against drug addiction. Serena Hotels and KKAWF remain dedicated to organizing initiatives that inspire action, foster community engagement, and bring lasting change. Together, we can build a healthier, drug-free society.