**Walk for Change: Serena Hotels and ConnectHear Launch Joint Initiative on International Day of Persons with Disability**

Serena Hotels, in a heartfelt partnership with ConnectHear under the Public Diplomacy initiative, has organized a walk of awareness on the International Day of Persons with Disabilities which started off at MOFA and culminated at Serena Business Complex in Islamabad.

This day is a global celebration of the rights and achievements of people with disabilities. The United Nations in1992, officially declared a day dedicated to persons with disabilities, emphasizing the theme of "Full Participation and Equality" within society and developmental contexts. It highlights the crucial need for the inclusive involvement of individuals with disabilities across all facets of society and development, emphasizing the essential role this plays in creating a more equitable and compassionate world.

The event was attended by a significant number of participants including students, distinguished dignitaries, representatives from the corporate sector and media professionals and the effort to promote awareness through diverse activities was positively embraced by all the attendees.

Dhanjee in her speech said, "ConnectHear as an organization is focused on providing professional sign language interpretation services through video-based and in-person mediums. Our mission is to give the Deaf individuals of Pakistan the tools they need to make communication accessible to them, allowing them to be truly independent".

Serena Hotels has consistently endeavoured to fulfill its role in raising awareness through various initiatives under the umbrella of Public Diplomacy and take pride in providing in collaborating with organizations such as ConnectHear, who are dedicated to tirelessly ensuring people's right to access essential services. Together, we strive to make a meaningful impact and contribute to positive change.