



Arabian Communications



Press Release For Immediate Release
Date: August 2014

Chili House Launches Gaza Aid Campaign

Amman – August 2014- Chili House, the region’s leading fast casual restaurant chain, has announced that it will launch a campaign, at all its restaurants in Jordan, to donate 5% of the sales of its branches from 16/8 to 22/8 to support people affected by the conflict in Gaza.

Gaza is facing a crisis of unthinkable proportions, and in line with the company’s corporate social responsibility commitment of giving back to its community, the National for Franchising and Food Development has decided to support the relief convoys, sent by Tkiyet Um Ali, carrying food packages for the Palestinians in the Gaza Strip in coordination with the Jordan Hashemite Charity organization (JHCO) and UNRWA.

This Aid campaign comes in two forms; the first being a volunteering activity where a delegation representing Chili House management presented a model of humanitarian aid by participated in packing the food packages to be sent to Gaza at Tkiyet Um Ali warehouse in Qastal. The second form will be the monetary donation from the week’s sales revenue at all branches of the National for Franchising and Food Development company. It is worth mentioning that Chili House Branches in Palestine have also participated in Aid programs to Gaza as well.

“After four weeks of terrible fighting Gaza is on the edge. Over half a million people have been forced from their homes, many people are living in terribly overcrowded UN shelters, but they still need food which we take for granted. Our collaboration with Tkiyet Um Ali is only a small part of the aid needed but we at Chili House feel that we have as much of a duty to respond to their basic humanitarian needs as we would to those in our own families or communities”, commented Mr. Sami Daoud, CEO of Chili House.

Tkiyet Um Ali is a Jordanian non-governmental organization. The first initiative of its kind in Jordan and in the Arab World, Tkiyet Um Ali provides food and services to the less privileged sectors of Jordanian society, the needy and the hungry.

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For news and other information, please visit www.chilihouse.com

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