

Lebanon Strong

Canadian Relief Campaign

People Helping People

Join Us in Honouring the lives of the Two Canadians and Lebanese Firefighters lost in the Beirut Blast!

NATIONWIDE GRASSROOTS CAMPAIGN TO SHIP 30 CONTAINERS FILLED WITH AID TO LEBANON IN 3 MONTHS.

#WearitforBeirutVictims

What: We welcome you to join us in honouring the lives of the **two Canadians** and **Lebanese Firefighters** lost in the Beirut explosion and to officially launch **Lebanon Strong**, a national campaign to help the smaller charities across Lebanon. This is a People helping People campaign based on in-kind donations.

"It is with a heavy heart that I can confirm two Canadians lost their lives in last week's tragic explosion in Lebanon. To their families and friends, know that we are here for you - we are mourning with you and we are keeping you in our thoughts." Justin Trudeau.

This Saturday we will be loading:

Container #1: PPE & Dry Food Goods in Mississauga

Container #2 & #3: Firefighter Gear in Prince Edward Island donated by Canadian Bombers (**Shaun Burke & Kory Macausland who have donated 2000 sets of gear and trained 3000 firefighters to date**).

Help us load the first container while wearing a **Lebanon Strong T-shirt**
#WearitforBeirutVictims

Together we will have a **Moment of Silence** to honour the Firefighters and the two Canadians that lost their lives in the blast, **Nazar Najarian** and **Alexandra Najjar** who was only 3 years old.

Where: Global Logistics Management Inc. 151 Brunel Rd Unit#18, Mississauga, ON L4Z 2H6

When: Saturday, August 22, 2020 at 11:00 A.M.

Who:

1. Her worship Mayor **Bonnie Crombie** **Confirmed**
2. Mississauga Fire and Emergency Services, **Tim Beckett** **Confirmed** (Platoon Chief will attend the event to represent Mississauga Fire.)
3. Christina and Carl Eggiman, **Firefighters without Borders Canada** **Confirmed**
4. Kory MacAusland and Shaun Burke **Canadian Bombers**, from New Brunswick: Pre-recorded video. **Confirmed**
5. Colonel **Nabil Khankarliof**, **Fire Station in Beirut** (Beirut fire brigade, Karantina) where all the victims served, pre-recorded video. **Confirmed**
6. **Dr. Bradley Allen Petrisor**, MD, FRCSC, Professor ,McMaster University. **Confirmed**
7. The Honourable Minister **Ahmed Hussen**, Minister of Families, Children and Social Development (invited)
8. Chief of Peel Regional Police, **Nishan Duraiappah** (invited)





For more information and to join our launch, please reach out to Hamsa Diab Farhat at via phone at 416-710-8710 or email hamsa@tasteofthemiddleeast.ca

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Media Release

NATIONWIDE GRASSROOTS CAMPAIGN TO SHIP 30 CONTAINERS WITH AID TO LEBANON IN 3 MONTHS.

Focusing on smaller charities all across Lebanon!

Five containers are ready to ship! 25 more containers to reach our goal!

Our target is two containers per week!

TORONTO, ON - On Tuesday, August 4th 2020 at 6:07 PM, a destructive and devastating explosion rocked Lebanon's capital Beirut, leaving over 200 people dead and more than 6,000 injured. The explosion's magnitude has ranked third in the world following Hiroshima and Nagasaki. Lebanon Strong is a Canadian Relief Campaign with a goal of sending 50 Ocean Containers by sea freight to Lebanon in 3 months. The containers include first-aid and medical supplies, non-perishable food items, new clothing, children material, hygienic and cleaning supplies and more depending on the needs. The recipients of the donations are a growing list of trusted smaller charities across the country.

With over 300,000 civilians left homeless, including 80,000 children, there's an urgent need for action. The explosion's aftermath has left critical infrastructure severely damaged and the physical destruction of the city includes hospitals, ports, universities, roads and other life-line centres.

"When I heard about the explosion in Beirut, I instantly wanted to offer my assistance," says Dina Bakhit, President of Global Logistics Management Inc. "With over 25 years of experience working in international logistics and trade, I knew I could put something together, but not alone. I teamed up with Hamsa Diab Farhat, a true and trusted leader in our community and public

outreach. From a single post on Facebook and a few phone calls to my valued clients, I managed to fill up a 40ft container in less than 24 hours," added Bakhit. Also, my incredible clients Christina and Carl Eggiman, members of *Firefighters without Borders Canada*, pledged to donate two more containers to the people of Lebanon. I am truly humbled."

This catastrophic event comes amidst Lebanon's worst social, economic and political crisis in recent history, exacerbated by the impact of the COVID-19 pandemic. Prior to the explosion, one million people were already living below the poverty line as reported by the World Bank. The continued deterioration of the socio-economic situation has raised costs of essential needs again and increased the concern for food security, as 120, 000 metric tons of food were lost in the explosion.

"This campaign stands out because we are not sending donations to only one charity or simply focusing on the larger ones," says Hamsa Diab Farhat, Founder & Executive Director of Taste of the Middle East, not for profit organization. "Our goal is to get to the small charities all over Lebanon. Countless years of corruption has crippled people's trust in sending Lebanon monetary donations and we are aware of this," she added. "As a result, we have created a platform composed of trusted leaders here in Canada as well on the ground charities in Lebanon to receive in-kind donations based on need. We are overwhelmed with the positive reaction from the community."

"I am blown away by the outpour of support this campaign has already achieved," says Julia Chakra, Owner of Julia Chakra Creative Services. "We, as a team, as a community and as a country are setting an example of the importance of unity. Individually we may be able to achieve, but together we can conquer."

"Canada's global leadership in supporting the people of Lebanon in this humanitarian crisis has been overwhelmingly empowering and the will of Canadians to mobilize from Coast to Coast has been extraordinary and humbling," says Mohamad Moati, Founder of Lebanese in Canada.

We are calling on community members and business owners to provide in-kind donations or support by sponsoring a container to cover its cost.

We are calling on media outlets to help us spread the word and cover our campaign launch.

We are calling on dignitaries to support us, wear our **#WearitforBeirutVictims** T-shirt and tweet about the campaign, or help us load a container.

We are calling on celebrities to endorse Lebanon Strong, buy the **#WearitforBeirutVictims** T-shirt and tweet about it.

For more information and to book interviews, please reach out to Hamsa Diab Farhat at via phone at 416-710-8710 or email hamsa@tasteofthemiddleeast.ca

About Lebanon Strong:

Lebanon Strong is a Canadian Relief Campaign built on a people helping people framework. Our team is working closely with **trusted smaller charities** on the ground in Lebanon to receive only in-kind donations coming from across Canada. We are devoted to providing the people of Lebanon with essential necessities to help alleviate their suffering.

Our goal is to ship out 30 Ocean Containers by sea freight in 3 months (2 containers per week). The containers will be filled with first-aid supplies, non-perishable food items, new clothing, cleaning and building supplies. We have partnered with a growing list of trusted smaller charities and NGOs all across Lebanon to **each** receive a container. This is why we are different. Our strategy is to help ensure the impact of our campaign is shared among all those in need.

Our campaign is spearheaded by respected community leaders across Canada, working diligently to ensure trust and transparency throughout the campaigns entirety. Dina Bakhit, President of Global Logistics Inc. and Hamsa Diab Farhat, Founder & Executive Director of Taste of the Middle East launched **Lebanon Strong** to raise awareness around the need to mobilize and to offer a direct resource for people to donate. Their expertise in logistics and non-for-profit work has enabled them to create a trusted and reliable platform.

Also on the executive team is Julia Chakra, Owner of Julia Chakra Creative Services and Mohamad Moati, Founder of Facebook group "*Lebanese in Canada*". Together, our team of five is working continuously to generate support across each stage of the process.

We have secured a variety of donation pick-up and drop-off locations in the GTA and across Canada thanks to the support of over a hundred volunteers.

How to Support:

1. Sponsor a 40ft Container at discounted fee of CAD \$3,000
2. Buy a Lebanon Strong T-Shirt & support the **#WearitforBeirutVictims** challenge
www.lebanonstrong.ca
3. In Kind Donations Visit our website for what is needed for each container and drop off locations and dates www.lebanonstrong.ca
4. Monetary Donations to cover shipping costs www.lebanonstrong.ca

Our Team Contacts:

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