

Qatari Diar organizes Blood Donation Campaign

Abdullatif Al Noaimi: Campaign has maintained presence of QD in corporate social responsibility for past four years

Doha –

With the participation of more than 200 of its employees, Qatari Diar Real Estate Investment Company has launched a campaign for blood donation under the slogan “Be Positive,” adding to its long portfolio of community initiatives made since the company’s inception.

“Qatari Diar has maintained a blood donation campaign twice a year for the past four years, stemming from our strong belief in our role in supporting the Qatari Blood Bank at Hamad Medical Corporation and other health institutions. This is our way of being socially responsible and giving back to the community that we have grown from,” said Mr. *Abdullatif Mohammed Al Noaimi*, Chief Administration Officer at Qatari Diar.

Mr. *Al Noaimi* expressed his delight at the large numbers of partaking QD employees, pointing out that their participation shows their understanding and shared belief in the company’s values and its role in the community, through finding ways to meet the needs of Qatari society.

Ms. Aisha Al Subaey, Manpower Planning and Recruitment Manager at QD, expressed her pride in the humanitarian initiative organized by her company, saying: “This isn’t the first time I take part in a Qatari Diar campaign of this nature, I have donated many times because I believe it is important to do so regularly for myself as a donor and for the recipients who are about to undergo life-saving surgeries and urgently need blood from a specific group.”

“Donating blood doesn’t take more than 15 minutes, but the simple procedure could save a life, and that, for me, is as positive as Qatari

Diar can be in its community activities, so I encourage everyone who can contribute to this noble initiative to do so.”

Another QD employee, Imam AbdulRahman Imam, commented that he considers donating a healthy habit, physically as well as morally, in addition to the importance of supporting Hamad Medical Corporation, Qatar’s main health service provider, in aiding patients around Qatar.

Mohamed Basiouny Ghareeb, a fellow employee, added: “Blood donations are an fulfilling Qatari Diar’s mission to serve the communities it works in, whether in Qatar or in other communities we serve in.”

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