

Grassroots United Lebanon Relief Campaign **Leads Relief Efforts on the Ground**

Northridge, CA – May 29, 2007 – When the conflict in Lebanon ended last August, the time had come for innovative solutions to combat the situations of civilians living without basic necessities, including healthy food, potable water, medical supplies and proper shelter. Unique Image, Inc. and its president Wafa Kanan realized the urgency and stepped up to the challenge to leave no one behind.

With this mandate in hand, Unique Image, Inc. gave a special grant to its fledgling ALO Cultural Foundation to launch the United Lebanon Relief (ULR), an international awareness and fund raising campaign to serve as the voice for those who are less fortunate. In collaboration with CHF International and executive leaders of diverse communities, ULR was developed to benefit the region through on-the-ground humanitarian aid programs. ULR brings the private and public sectors together to stimulate thought and generate action to turn the tide.

“As I reflect back I recall the conflict in Lebanon starting almost immediately after returning from signing the historic Los Angeles-Beirut Sister City agreement,” says Kanan. “We were in shock that the beautiful land with all of its national optimism was slipping away. We had plans for both cities to share traditions and cultural exchange. Our focus at Unique Image was changed instantly as the innocence was lost before our eyes and the deaths and homelessness totals grew.”

After months of planning and strategy to bring people together from all walks of life with diverse standpoints, ULR launched official on December 5th and included a wide scope media campaign encompassing television, web presence, PSAs, direct mail solicitation and co-operative partnerships, leading to an upcoming telethon (either on the budding Starfish network or PBS), and post event avenues such as web and podcasts. Some of the highlights include:

Dubai Rock'in Hearts

In a bold move, Unique Image took an international delegation to Dubai in March to honor the global vision and philanthropic spirit of a region that gave so much to Lebanon in the time of crisis. The delegation served a dual purpose of delivering a showcase concert that could raise considerable awareness internationally for CHF and the ULR campaign.

The strategic plan paid off as Middle Eastern celebrities Assi Hillani, Diana Haddad, Yuri Mrakadi, Bassem Feghali and Tony Khalife teamed up with *ALO Hayati* magazine in a star-studded tribute at Dubai's Madinat Jumeirah.

Guests enjoyed an unparalleled musical evening of giving featuring a lineup of performers that will be not soon be duplicated. The amount of press attending

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translated into phenomenal coverage for the campaign and CHF International with over 30 international media outlets present. Ayman Abdallah, CHF Lebanon's Chief of Party, summed up the tribute, "Without United Lebanon Relief, we could not have helped so much. We always focus on the programs and the humanitarian aspects of what we are trying to accomplish. This campaign let us raise extra revenue to help even more than we expected with additional programs and aid."

Media / Campaign Sponsors

A vital part of the campaign thus far is the awareness component to educate the public on the humanitarian needs of the people in Lebanon. Media sponsors of the campaign have contributed approximately \$370,000 in equivalent ad space, including:

- Marketing and PR umbrella campaign from Unique Image, Inc.
- ABC Affiliates - PSAs
- Dandana TV – PSAs and programming
- Los Angeles Times web banner - PSAs
- ALO Hayati magazine - PSAs
- PSAs and telethon/infomercial productions launched on PEN Television
- Orange County Chamber of Commerce – appeal letters
- ART America – PSAs
- Outreach on The Benny Hinn Ministries Show
- PSAs printed in News Circle publications, Al Akhbar, Al Wattan, Arab News, Inti Shar, Le Monde Diplomatique and Black Meetings & Tourism and finally Celebrity High
- LBC, Nojoom and MBC TV promotions for the Dubai event and a promise for a quick show on LBC inviting CHF as a host
- Various TV outlets, press and publication for the Dubai event (waiting for the list and copies of articles)

COOPERATIVE EFFORTS

National Arab American Medical Association - \$50,000 co-op fund raising with the ULR Campaign will equip two Lebanese Red Cross centers in the South (Rmeich and Tibnine).

SAWA of Southern California - \$15,000 hearing programs for the Lebanese Welfare Association for the Handicapped, under HAL2 program

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Aramex (www.aramex.com) have contributed a full container plus cost of shipping (FOB Los Angeles) to deliver goods and gifts including wheel chairs of 50 have been promised by Free Wheelchair Mission (www.freewheelchairmission.org).

Events also included Jewels of Hope at Beverly Hills' exclusive Leon's Fine Jewelry, a dinner gala at UCLA, along with donations from educational and community contributors bringing the total to more than \$120,000

About CHF International

CHF International is the official beneficiary of the campaign and telethon, channeling funds to beneficiaries* such as, United Nations WFP, the Lebanese Red Cross, and direct implementation of programs that in turn provide shelter, clothing, and supplemental bulk food assistance, medical attention and hearing aids for displaced Lebanese in the country.

All concerned donors are encouraged to donate to the CHF International to the United Lebanon Relief through its donation hotline and website:

Donation Hotline (866/7792-CHF)

Website: www.chfinternational.org and click on the "Lebanon" icon

About The ALO Cultural Foundation

The ALO Cultural Foundation, a not-for-profit charity, helps and leads a wide range of humanitarian endeavors, including supplementing international relations initiatives while supporting and developing cultural exchange programs targeting and benefiting women and youth. The ALO Cultural Foundation activities are guided by Wafa Kanan, owner of Unique Image Inc, and publisher of *ALO Hayati* magazine and her board of directors. The primary goals and missions of ALO Cultural Foundation are to **Educate, Enlighten and Empower** people of Middle Eastern, North African and Mediterranean descent.

About Unique Image, Inc.

Unique Image, Inc. is boutique marketing agency specializing in integrated brand marketing and print media solutions. A long-time advocate of the on-profit organization, Unique Image spends a significant portion of its budgets on supplying charities with free and reduced printing and marketing programs. Unique Image also publishes *ALO Hayati* magazine, America's only lifestyle publication that promotes the positives of Middle Eastern culture in a non-political, non-religious format.

Website: www.uniqueimageinc.com

PH: 818/727-7785

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About Dandana TV

Dandana TV is the first Arab-American television network to broadcast from the United States. We are a National/International, American-owned entity with the goal of building bridges between the Middle East and the West through entertainment and in-house produced programming.

In 2006, Dandana TV launched the first Arab-Music Pack on the Dish Network, the largest foreign channel carrier in North America and has made a strong initial impact. Dandana TV International is available to more than three million people on the giant NileSat. Dandana TV International is free to air all over the Middle East, North Africa, and Eastern Europe.

Website: www.dandana.tv
PH: 201/518-0168

About NAAMA

NAAMA is a nonprofit, nonpolitical, educational and charitable organization of medical professionals of Arab descent. NAAMA was incorporated in California in 1975 and became a national organization in 1980. The objectives of NAAMA encompass a wide range of professional, educational, charitable, humanitarian and cultural activities. 29 chapters of NAAMA have been established in the United States and Canada.

NAAMA is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to offer continuing medical education credits to physicians. In addition to educational, cultural and charitable events organized by the individual chapters, NAAMA sponsors national and international medical conventions annually.

Website: www.naama.com
PH: 248/646-3661

About SAWA

The Syrian American Women's Association of Southern California (SAWA) is a 501(c)3 nonprofit, non-political charitable organization dedicated to improving the lives of under-privileged children with hearing loss and associated conditions. SAWA is composed solely of non-paid volunteers who work with the community to seek children that need their help. They are active in hospitals, schools and workplaces. With the help of modern science, SAWA has been able to incorporate state-of-the-art technology over the last ten years to bring hearing to a child who has never heard a sound. This technology includes providing children with Cochlear implants as well as implementing soothing and structured rehabilitation programs.

Website: www.sawacal.org
PH: 818/360-9154 or 818/887.8200

* - Beneficiaries of United Lebanon Relief Campaign and Telethon are all 501 (c) 03's, pre-approved by the United States Department of Treasury and unanimously by the Lebanon Relief Initiative. All proceeds are tax deductible.