

**Press Release –
Launch Ceremony- Donate a Brick
Under the Patronage of HH Sheikha Shamma Mohammed Bin Zayed al Nahyan**

Emirates Palace - 28th May 2008

The Donate a Brick campaign was officially launched on Wednesday 28th May at Emirates Palace. The evening started with a welcome speech delivered by Isabelle Le Bon, Founder and Head of Good-Heart, the fundraising arm of the Special Care Centre. Isabelle Le Bon paid tribute to the leaders of the nation and announce that His Highness Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces has decided to match the total funds collected at the end of the campaign. One key message in Isabelle Le Bon's speech was that we are all lucky to live in such a beautiful country like Abu Dhabi, a welcoming place for businesses to flourish and make profits, in a tax free environment. Donate a Brick, which is an initiative to raise money to build a school for special needs, is a good opportunity for companies, to give back to the community.

Aisha Al Hameli, the first UAE pilot woman delivered a keynote address and commended Good Heart and the SCC for their formidable contribution to the well being of special needs children in Abu Dhabi. She urged companies and individuals to support the Donate a Brick campaign. She insisted on the need for Abu Dhabi to care for the children from the expatriate community, whose members have been contributing to the development of Abu Dhabi. She was so proud to be a UAE national and so pleased by the news that HH the Crown Prince of Abu Dhabi is supporting this humble initiative. To conclude, Aisha Al Hameli also characterized the Special Needs children in Abu Dhabi as 'the children of Zayed'.

Padma Shri Yusef Ali, who is also the first Asian elected on the board of the Abu Dhabi Chamber of Commerce pointed out in its keynote address that as a Muslim and according to Islam, it is his responsibility to care for the needy and as a corporate leader, to engage in social responsibility program. He thanked the organizers of the Donate a Brick campaign and urged the business community to contribute to this wonderful cause. He announced that he will also donate privately a large amount to the Donate A Brick.

Special Care Centre was set up in 1989 to care for Children with special needs in Abu Dhabi. Special Care Centre is an Abu Dhabi-based, self funded and non profit organization which provides educational and developmental services to children with physical and cognitive disabilities. Each child at Special Care Centre receives tailor made educational programs to enable him or her to develop to his or her full potential. Today, the Special Care Centre is facing a major challenge: How to accommodate a large number of children on its growing waiting list.

Good-Heart, the fundraising arm of the Special Care Centre, has conceived a unique campaign, DONATE A BRICK, to enable the Community to be part of this wonderful

dream. AED 5 a brick, 5 millions brick to collect before 3rd of December 2008, so less than 188 days to complete the budget.

This campaign is under the patronage of HH Sheikha Shamma Mohammed Bin Zayed Al Nahyan. ‘It is an inspiring signal that the young generation of this country has a deep and genuine interest in helping the less fortunate ones. Such a formidable support further motivates the Good Heart team of volunteers to pursue this dream’’, outlined Isabelle Le Bon.

The concept is to establish the school that has been ***built by the community for the community***. This endeavour should bring individuals, schools, the corporate and government sectors and all stakeholders together.

A brief about the new Special Care Centre

The Special Care Centre Community School will be a place where students with special needs will find a state of the art environment for their education and holistic development.

It will be a place for families and non-students to network, make use of resources, gain knowledge and skills, and take part in individual, group, or family counselling. Visitors and community members will be able to make use of the many facilities provided by the school (play area, school shop, library, clinic, multipurpose room, hydro therapy pool, auditorium, gym, cafeteria, shaded garden).

The building will be 100% compliant with international standard for special needs.

To make the school sustainable, the premises will include flat accommodations for rental purposes or for staff as well as areas for shops, restaurants and other facilities that will be useful to have in this Al Bahia area.

How the public can be part of DAB

Donate a Brick will enable the public at large to contribute by buying bricks at 5 dirham each. Bricks (through coupons) will be available in the major malls in Abu Dhabi from 29th May to 15th June and in every outlets and retail shops willing to be part of this social campaign. For more updates on the campaign, check out the website: www.donateabrick.org.

All those wishing to help us sell the bricks should contact us at:

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