



Press Release

For immediate publication

TELEVISION PERSONALITY LOJAIN OMRAN APPOINTED ROTA GOODWILL AMBASSADOR

Renowned Campaigner To Participate In ROTA's Educational Volunteer Trips To Asian And Arab Countries

Doha, Qatar, 4 March, 2015: Television personality Lojain Omran has been appointed as a Goodwill Ambassador of Reach Out to Asia (ROTA), a member of Qatar Foundation for Education, Science and Community Development (QF). Lojain Omran is renowned for her philanthropic campaigns supporting young refugees in Syria, and children affected by wars, political conflicts and natural disasters in Somalia and north Kenya.

Lojain will be an integral and effective member in the region's volunteer efforts. Her humanitarian efforts are closely aligned with ROTA's core mission, which extends assistance to people affected by crises around the world through various initiatives and educational volunteers' trips. ROTA's dedicated social and educational endeavours support QF's mission to develop human potential regionally and internationally through a network of centres devoted to progressive education, research and community welfare.

As a ROTA Goodwill Ambassador, Lojain Omran will be representing ROTA in a number of local, regional and international events. Lojain will be travelling on volunteers' educational trips to a number of Asian and Arab countries where ROTA currently operates. Her inaugural trip as ROTA Goodwill Ambassador was ROTA Volunteer trip to Indonesia, her first of many volunteer trips. Lojain joined the volunteers in all their voluntary and educational activities that was delivered to the beneficiary children in Indonesia.

"ROTA is honoured to have Mrs Lojain Omran as a Goodwill Ambassador who is well renowned for her charitable campaigns," said Mr Essa Al Mannai, ROTA's Executive Director. "ROTA is working hard to consolidate efforts with all of those who can support its mission through which we are looking forward to deliver education to all the children who have been unwillingly deprived of its blessings."

Commenting on her appointment as ROTA's Goodwill Ambassador, Lojain Omran expressed her emotions, saying: "The world is full of struggles and wars, yet I possess the desire to create a positive impact among others. Education is the most important step forward in changing societies for the better, and we must all work together to promote it. The late Nelson Mandela once said: "Education is the most



important weapon we can use. With this in mind, I am proud to be part of ROTA and to accompany the charity in its journey towards achieving a common goal. We see hope everywhere we go and this is why we must also provide hope.”

Lojain Omran, among other local, regional and international celebrities, participated in ROTA’s fifth Gala Dinner charity event in Doha recently that fundraised over USD 21 million. The Gala Dinner was held under the patronage of HH Sheikh Tamim bin Hamad Al-Thani, the Amir of Qatar and the leadership of HE Sheikha Al Mayassa bint Hamad bin Khalifa Al-Thani, Chairperson of ROTA’s Board of Directors.

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About ROTA

Reach Out To Asia is a non-profit organisation launched in December 2005 in Doha, Qatar, by Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani. Operating under the auspices of the Qatar Foundation, ROTA is committed to providing high quality and relevant primary and secondary education, encouraging relationships among communities, creating safe learning environments and restoring education in crisis affected areas across Asia and around the world. ROTA envisions a world, where all young people have access to the education they need in order for them to realise their full potential and shape the development of their communities.

For more information about Reach Out To Asia, please visit: www.reachouttoasia.org

About Qatar Foundation

Qatar Foundation – Unlocking Human Potential

Qatar Foundation for Education, Science, and Community Development (QF) is a private, non-profit organisation that is supporting Qatar on its journey from carbon economy to knowledge economy by unlocking human potential, for the benefit of not only Qatar, but the world. Qatar Foundation was co-founded in 1995 by His Highness Sheikh Hamad bin Khalifa Al Thani, the Father Amir, and Chairperson Her Highness Sheikha Moza bint Nasser.



QF's work encompasses education, research and community development. World-class universities are brought to Qatar to help create an education sector in which young people can develop the attitudes and skills required for a knowledge economy. At the same time, QF builds Qatar's innovation and technology capacity by developing and commercialising solutions through key sciences. The Foundation also works to foster a progressive society while enhancing cultural life, protecting Qatar's heritage and addressing immediate social needs in the community.

For a complete list of QF's initiatives and projects, visit <http://www.qf.org.qa>