



17



18



19



20

# UPROMOTION

## 16. ROTANA RUNS AT THE BEIRUT MARATHON FOR "S.M.I.L.E TOGETHER"

Amidst great excitement in the early morning, Rotana's team took-off running at the ninth edition of the Beirut Marathon for the third year in a row. 86 members from Hamra Rotana, Gefen Rotana and Raouche Arjaan by Rotana ran side by side numerous other participants holding up the "S.M.I.L.E Together" slogan, aimed at saving the lives of many regardless of their race, by providing them with different types of aid, be it financial or humanitarian, through groups of trained volunteers. This initiative, which is part of a series of other similar activities, reflects the company's corporate social responsibility agenda.

## 17. RENAULT LAUNCHES ITS LATEST CARS AT THE BEIRUT NEW WATERFRONT

Bassam Henene S.a.r.l - sole agent for Renault, BMW, Alfa Romeo, Mini and Dacia - organised the Renault Sport event at the Beirut New Waterfront, in the presence of Renault clients, journalists and media representatives. The objective of this event is part of the Renault Sport brand launching for Clio RS, Clio Godinia and Megane cars, during which journalists and clients had the chance to drive the new models freely. Meeting the expectations of thrill lovers, Renault invited three professional rally drivers - Frédéric Jolais, Roger Feghali and Nick Georgiou - who shared their know-how during dynamic test drives carried out on laps specially built for the event. With its new Sport brand, Renault proves once again its expectations to the future.

## 18. BASSMA ORGANIZATION HOSTS ITS ANNUAL FUNDRAISER

Bassma, the Lebanese nonprofit organization for social development, organised its annual fundraiser dinner party at Al Mandalour, under the theme "Change the Picture". The event started with a welcome drink accompanied by an exhibition of photographs taken by Bassma children and teenagers, followed by the dinner party animated by the eight famous Live Shows of Al Mandalour. The dinner also featured a cake ceremony celebrating Bassma's nine-year anniversary and a speech by its president, Mrs. Sandra Khat Abdallah, who presented the projects and achievements of the NGO and thanked all the sponsors and donors who are helping Bassma draw smiles on so many faces. Please visit [bassma.org](http://bassma.org).

## 19. LANVIN PRESENTS AVANT-GARDE FOR MEN

Lanvin launches Avant-Garde, its new fragrance for men. This emblematic juice bears all the hallmarks of Lanvin menswear. Just like Lanvin fashion, wearing Avant-Garde fragrance is like being part of a dream, initiated by a unique olfactory style. The Avant-Garde bottle reflects the aesthetic perfectionism of Lanvin menswear. Its fundamentally simple lines joyfully embody the house's chic, streamlined and contemporary style. With its ergonomic shape, refined curves and sensual touch, it is an elegant reinterpretation of an evening suit.

## 20. MINI INTERNATIONAL MAGAZINE, NOW AN IPAD APP

The Mini International magazine is now available as an iPad app in English, and can be downloaded via the iTunes App Store. The Mini International app is different: it not only allows Mini fans to experience the contents of the printed edition in multimedia form, but also provides a weekly update with all the latest news. The app will feature articles from The Mini International with even more pictures, exciting videos and audio-visual streams - as well as weekly bulletins on the Mini brand, lifestyle, culture, art and other topics of interest to Mini fans.