

**SERENA PARTICIPATES IN THE INAGURAL ‘EDUCATE HER PARADE’ BY THE  
GLOBAL GIVE BACK CIRCLE**



53 Serena Staff accompanied by their children participated in the **‘EDUCATE HER PARADE’** event that took place at the Karura Forest on the 3<sup>rd</sup> of October. The event, organized by the GGBC - Global Give Back Circle, is an initiative that integrates Mentoring, Private Sector Engagement and Government and Local Community Support in a 'Circle of Empowerment' that guides an at-risk girl to complete her educational journey, gain employable skills, transition into the workplace and embrace the joys of Citizenship through Giving Back.





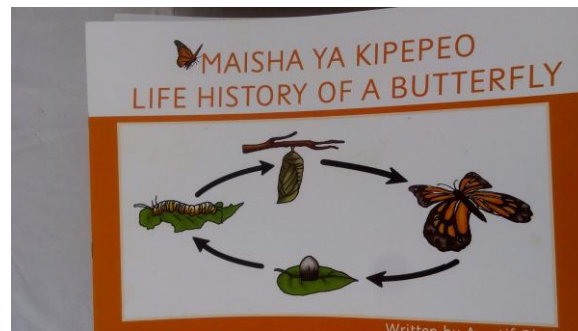
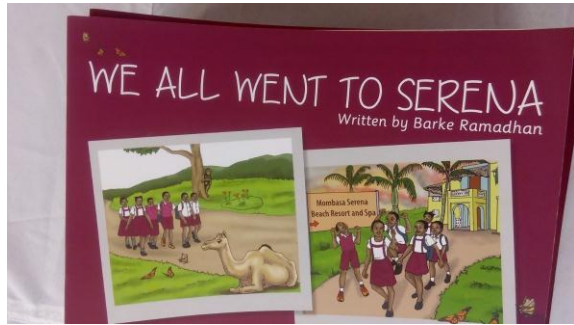
This spectacular parade took place amidst different fun activities, to recognize the International Day of the Girl and show support by raising awareness of the initiative as well as to raise funds for the cause. This year's Parade focused on girls from West Pokot. The Global Give Back Circle has now spread out to other countries including South Africa, China, and India and boasts of

hundreds beneficiaries and mentors who have come on board to give back of their time and skills. The parade saw another batch of girls graduate from the program. The Global Give Back Circle has also partnered with the recently launched initiative by The First Lady Michelle Obama *let girls learn* that seeks to reach out to the 62million girls in the world that do not have access to education.

The parade was attended by not only students from different schools, Mentees (beneficiaries of the program) and the Mentors who have walked the journey with these girls, sponsors, and well-wishers, but also some of the leading organizations in the country besides Serena like KPMG (main sponsor), Safaricom, Microsoft, Citibank, Monsanto, Deloitte, Ecolab, Price Waterhouse Coopers, Zep- Re, World Vision, Total and General Motors and Microsoft.

The Serena Hotels also took the opportunity to launch its first ever set of Children's Story books from its Book Development Project. This was a way to show its true commitment to Education and Early Childhood Development. The project is a two year partnership with the Aga Khan Foundation, Lions International and Madrasa Early Childhood Program to implement the Joint Literacy Initiative across Kenya, Tanzania and Uganda. Proceeds from the three books titled '*We all went to Serena, What is it?*' and *Life History of a Butterfly* will go to supporting the Serena Education/Literacy Projects.





The parade was an opportunity to share great Give Back work and Serena to once again show its commitment to support Education Initiatives.

*NTV featured the Parade on Saturday 10th October – Weekend Edition on the "Women and Power" section. <https://www.youtube.com/watch?v=nNzTdE05Y3c&feature=youtu.be>*