Press Release

**Continental Celebrates 150 Years through Ramadan Campaign in the UAE**

* **Continental collaberated with the Emirates Red Crescent to deliver 300 vouchers to families in need throughout Dubai and Abu Dhabi**

**Dubai, May 2**, **2021**: In celebration of its 150-year anniversary, Continental and the Emirates Red Crescent have collaborated to deliver clothing vouchers to families in need across the UAE this Ramadan.

The campaign saw Continental collaborate with the Emirates Red Crescent to donate 300 vouchers to families in need in Dubai and Abu Dhabi. Split evenly between the two emirates, Continental also donated a branded van to the Emirates Red Crescent to assist with the distribution during the holy month.

“In celebration of Continental’s 150th year anniversary, we are delighted to have partnered with the Emirates Red Crescent for this special Ramadan campaign. The holy month is a time for togetherness and giving, and we are proud to donate 300 vouchers to the Emirates Red Crescent who will organize their delivery to families in need across the UAE. Split evenly between Dubai and Abu Dhabi, we hope we can provide these children with a truly unforgettable Ramadan experience, while also ensuring we leave a long-lasting and positive impact on our society. As we look to the next 150 years, we will aim to continue supporting charity programmes and initiatives that have a positive influence on the community and continue to promote kindness.” Said, **Karel Kucera, Managing Director, Continental Middle East.**

“We at the Emirates Red Crescent extend our thanks and gratitude to our friends at Continental for their unlimited and continuous support. This campaign marks a long and continued relationship with the company who have shown their kindness in supporting us once again. We look forward to distributing these vouchers to children in the UAE registered with us and providing them with a memorable Ramadan.” Said, **Rashid Al Yammahi, Head of Fundraising, Emirates red Crescent.**

The vouchers donated by Continental provided each child with access to a number of clothing brands in the UAE for them to complete their traditional Eid shopping at the end of Ramadan.

The campaign to deliver these clothing vouchers to families in need in the country marks the second time Continental has collaborated with the Emirates Red Crescent. The two organisations worked together on the “Little Stars” campaign during the AFC Asian Cup in 2019, where 88 orphans were selected to escort Asia’s top footballers onto the pitch during the competition.

For more information on how to donate to the Emirates Red Crescent, please visit <https://emiratesrc.ae/en/>.

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**Images**

**Image 1:** From L to R - Moustafa Farouk and Karel Kucera

**Image 2:** From L to R - Rashid Al Yammahi and Karel Kucera

**Continental** develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company provides safe, efficient, intelligent and affordable solutions for vehicles, machinery, traffic and transportation. In 2019, Continental generated sales of €44.5 billion and currently employs more than 233,000 people in 59 countries and markets. In 2021, the company celebrates its 150th anniversary.

The **Tires business area**has more than 24 production and development locations worldwide. Continental is a leading tire manufacturer and with approximately 56,000 employees achieved sales of €11.7 billion in this business area in 2019. Continental is one of the technology leaders in tire production and offers a wide range of products for passenger cars, commercial and special vehicles and two-wheelers. Through continuous investment in research and development, Continental makes a significant contribution towards mobility that is safer, more cost-effective and more ecologically efficient. The portfolio of the Tires business area includes services for the tire trade and for fleet applications as well as digital management systems for tires.

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