

## **Qatar Cool Spreads Water Conservation Awareness at GCC Conservation Week**

Qatar District Cooling Company, also known as Qatar Cool, a major district cooling company in the region recently took part in the GCC Conservation Week initiative from Tuesday 22nd of March to Saturday 26th March 2016 at Ezdan Mall, organized by Tarsheed. The event was aimed at raising awareness on Water and Energy conservation in the region and the future generations of Qatar respectively.

This initiative is in line with Qatar Cool's Corporate Social Responsibility (CSR) efforts in encouraging the society to adapt a green attitude not only at the office or school but also at home. The event welcomed many school children to participate in the five day event as well as the general public.

The event attracted over 1000 visitors where Qatar Cool explained the different ways of saving water and the importance of conservation in today's world. In addition, Qatar Cool provided many educational tools for the students and visitors to allow them to understand the importance of conservation and showed them how to conserve water at home. Qatar Cool was also supported by Atelier 101 (A101) who specialize in interactive exhibits, experiential marketing and cutting-edge technology.

On the occasion, Yasser S. Al Jaidah, CEO of Qatar Cool, comments: "our belief in the societal impact of spreading environmental awareness stems from our belief in the benefits of the district cooling service that we provide. Through such environmental initiatives, we strive to educate the general public about the merits of adopting a green attitude and conserving the use natural resources – all in line with our commitment to support the realization of the environmental pillar of the Qatar National Vision 2030".