

## **Qatar Cool Spreads Environmental Awareness on Earth Day**

Qatar District Cooling Company, also known as Qatar Cool, a major district cooling company in the region recently took part in the global Earth Day initiative on Wednesday 22<sup>nd</sup> of April, 2015 by organizing two events that were aimed at raising environmental awareness amongst its employees and the future generations of Qatar respectively.

The first event was dedicated to the company's staff, where approximately 100 of them gathered with their families at the outdoor amphitheater in the Pearl-Qatar and watched a documentary film about the reduction of energy consumption on a personal level.

This activity is in line with Qatar Cool's efforts in encouraging its employees to adopt a green attitude not only at the office but also at home as the company has been active in many environmental initiatives in the past such as earth hour and no paper day, to name a few.

The company was also involved with Vision International School (VIS) in Al Wakra in organizing an earth day presentation to around 300 students explaining the different ways of saving energy and the importance of energy conservation in today's world. In addition, Qatar Cool announced an art competition for VIS students to express their own ideas about saving the environment through art. Qatar Cool will reward the winner of the competition with a valuable prize and a tour of the world's largest district cooling plant located in the Pearl-Qatar.

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 initiative, 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"