



## Come Along to See Children's Dreams Come True

**Amman, December 22, 2014.** The Embassy of Canada, in cooperation with Spin Master Ltd., Save the Children Jordan, the Wings of Hope Society, JIRPAC and Royal Jordanian Airlines, will be handing out toys December 23 and 24 and the media are invited to come along for the ride.

"What better way to celebrate the 50<sup>th</sup> anniversary of Canada-Jordan diplomatic relations than to spread joy to needy children in Jordan," says H.E. Bruno Saccomani, Canada's Ambassador to the Hashemite Kingdom of Jordan and the Republic of Iraq. "I am looking forward to seeing their happy, smiling faces."

The toys are generously donated by "the toy movement" started by Spin Master Ltd., an internationally renowned and highly innovative Canadian toy company. "These are going to be two incredible days" explains Ronnen Harary, Spin Master Ltd.'s Co-Founder and CEO. We are bringing some wonderful toys, like Meccano, and it will be an amazing thing to see boys and girls building and practicing engineering and learning. The most exciting part will be seeing children receive these gifts – it makes the whole operation worthwhile the moment you see those smiling faces. We are incredibly fortunate to be able to provide those smiles and moments of joy."

This collaboration highlights how government, private enterprise and civil society are working together to make children's lives a little brighter:

- Royal Jordanian Airlines is using its Dreamliner (the Boeing 787 now flying the Amman to Montreal route) to make dreams come true;
- JIRPAC is clearing the toys through Jordanian customs;
- The Wings of Hope Society is transporting the toys from the airport;
- Save the Children Jordan is working closely with the Embassy of Canada and the Wings of Hope Society to put the toys in the hands of some of the Kingdom's needy children.

"The Wings of Hope Society has enjoyed playing a small part in building and developing Jordan's different communities for the past 10 years and we look forward to continuing to grow our programs through collaborative initiatives such as this one," says Shaker Muasher, Co-Founder, Wings of Hope Society. "We appreciate the efforts of everyone who has helped to make this happen. We are grateful to be a part of it, and are looking forward to seeing the children's smiles and the hope these smiles might inspire."

"It is a great honor for JIRPAC INT'L. to cooperate with the Canadian Embassy in Amman to help bring happiness to the hearts of needy children, as children are a blessing to us all," says Alfred Sawalha, Founder and Owner of JIRPAC INT'L.

“We are delighted to cooperate with the Canadian Embassy in Jordan to help put a smile on the faces of needy children. Royal Jordanian has contributed to the community, as part of its corporate social responsibility ethos, for over 51 years,” says Captain Haitham Misto, Royal Jordanian’s Acting President/CEO.

“It is our mission at Save the Children Jordan to achieve immediate and lasting change in the lives of children. Being part of this wonderful initiative allows us to realize our mission in drawing a smile on children’s faces through creating positive experiences and joyful memories,” says Manal Al Wazani, CEO at Save the Children Jordan.

For live updates on this wonderful two day campaign, please follow our Twitter account @CanEmbJordan and check out the campaign’s hashtag #MakeEmSmile

The schedule for December 23 and 24 is as follows:

### **Tuesday, December 23**

- 09:20 St. Vincent de Paul Association (Mar Mansour Association). Location: 8<sup>th</sup> Circle, Bayader Industrial Intersection
- 10:00 The Association of Orphans Charity. Location: 8th Circle, Bayader Industrial Intersection
- 11:00 King Hussein Cancer Center. **Media will not be allowed in the Center to protect the health of the patients, but Ambassador Saccomani and Spin Master Ltd. representatives will be available for comment outside the Center after the donation.**
- 14:00 Circassian Charity Association. Location: Rusaifeh, Al-Hussein neighbourhood

### **Wednesday, December 24**

- 14:15 Syriac Church and Armenian Church. Location: Ashrafiyeh, next to the Abu Darweesh Mosque.

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For more information, please contact:

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## About The Organizations Bringing Smiles to Children

**The Embassy of Canada.** The Embassy of Canada to the Hashemite Kingdom of Jordan is currently celebrating the 50<sup>th</sup> anniversary of diplomatic relations. The two countries have strong bilateral relations (including a Free Trade agreement), based on common interests and values as well as people-to-people links. Canada's development assistance programs have responded to Jordan's request for Canadian expertise in modernizing its educational system and its labour market management systems, two areas where the Foreign Affairs, Trade and Development Canada (DFATD) has been active for a number of years with success. Through focused and strategic assistance provided by DFATD, Canada has become a leader in international support to Jordan's education sector. DFATD programming focuses on education reform, with a significant emphasis on women's empowerment. More recently DFATD has also prioritized building the resilience of Jordanian institutions, and is providing support to improve municipal services and infrastructure in refugee-hosting communities. For more information, please visit <http://www.canadainternational.gc.ca/jordan-jordanie/>

**JIRPAC Int.** JIRPAC Int. is a privately owned company that was established in 1978. Since then, the company had consumed a great deal of effort and energy into developing and enhancing its capabilities to ensure its customers with the best service ever. For this attitude, it is now considered one of the leading, packing and moving companies in Jordan, if not the best. For more on JIRPAC, please see <http://www.jirpac.com>

**Royal Jordanian Airlines.** Headquartered in Amman, Royal Jordanian, the national carrier of Jordan, celebrated its 51<sup>st</sup> anniversary on Dec. 15. It serves a network of 52 destinations spread over four continents with 29 modern aircraft. Through its airline partners in **oneworld**, RJ now reaches over 1,000 cities in more than 150 countries. This year marked a milestone on RJ's path to progress, as it completed the assimilation of the first group of its order of 787 aircraft, under the airline's strategic plan to renew its long-haul fleet. RJ not only has one of the youngest fleets in the world, it also offers a wide range of complimentary services and amenities to travelers. Its aircraft make travel more comfortable by offering ampler leg room and generous food and beverage offerings. They also provide state-of-the-art in-flight entertainment with audio-video on demand, which gives passengers a great choice of viewing material. The airline is focused on providing an extensive travel network via Amman to Europe, the US and Canada, North Africa and the Far East. For further information, please visit [www.rj.com](http://www.rj.com). Follow RJ at [www.facebook.com/RoyalJordanian](https://www.facebook.com/RoyalJordanian) and at Twitter: @RoyalJordanian.

**Save The Children Jordan.** Save the Children Jordan is a registered Jordanian non-governmental organization (NGO) established in 1974 with Her Royal Highness Princess Basma bint Talal serving as the Chairperson of the Board. Save the Children Jordan is the only Arab member of the 30 Save the Children organization members operating in 120 countries worldwide. Our vision: a world in which every child attains the right to survival, protection, development and participation. Save the Children Jordan's thematic programs emphasize four main areas: Child Protection; Education; Health and Nutrition (Combating Anemia Campaign, and Infant and Young Child Feeding Program), and; Humanitarian Relief. For more information,

please visit Save the Children Jordan on Facebook at  
<https://www.facebook.com/SaveTheChildrenJo>

**Spin Master Ltd.** A multi-category children's entertainment company, Spin Master has been designing, developing, manufacturing, and marketing consumer products for children around the world since 1994 and is recognized as a global growth leader within the toy industry. Spin Master is best known for such popular brands as boy's action phenomena and 2009-2010 Boy's Toy of the Year winner Bakugan Battle Brawlers™, and award-winning brands Air Hogs®, Aquadoodle™, Flutterbye™, Spin Master Games™ including 2014 Game of the Year, Boom Boom Balloon™ and the popular Hedbanz™, Spy Gear™, Tech Deck™, and the 2014 Innovative Toy of the Year Zoomer™. The company has also marked an entry into children's media with the launch of Spin Master Entertainment, a subsidiary focusing on the design, development and production of television and other media properties, including the hit animated preschool series, PAW Patrol™. Spin Master employs over 900 people with offices in Toronto, Los Angeles, London, Paris, Hong Kong, Mexico City, Munich, and Milan. For additional information please visit: [www.spinmaster.com](http://www.spinmaster.com)

**Wings of Hope Society.** The Wings of Hope Society is a charitable organization and the CSR arm of a group of companies in Jordan. The Society focuses on improving lives and elevating the standard of living in Jordan's many communities by providing hope to people, and in particular children, through different initiatives spanning the areas of: athletics; education; health; music and the arts, and; environmental causes. The Wings of Hope Society represents the following group of companies in the capacity of their corporate social responsibility arm: Arab International Hotels Co. PLC, the owner of the Marriott Hotel Amman; Al-Dawliyah for Hotels & Malls PLC, owner of the Sheraton Hotel Amman; Business Tourism Company Ltd., owner of the Marriott Hotel Dead Sea and Marriott Hotel Petra; The Jordan Worsted Mills Co. Ltd.; Jordan Fabric and Manufacturing Co. PLC; Jordan Investor Center Ltd; and RANCO Capital Ltd. For more information, please visit [www.singofhopesociety.com](http://www.singofhopesociety.com)