**Pre-Event Press Release**

**IFWA Charity Bazaar 2019**

Islamabad Foreign Women’s Association (IFWA), with the support of Serena Hotels is hosting an annual Charity Bazaar on Saturday, 27th April 2019 at Sheesh Mahal, Islamabad Serena Hotel, from 1000 hrs to 1800 hrs. IFWA was established in 1995 by women of the diplomatic and expatriate communities living in Islamabad. It’s principle aims were to raise awareness of the difficulties faced by underprivileged and disadvantaged women, and also their children, and to raise funds for their benefit.

The proceedings from the Charity Bazaar this year will go towards two beneficiaries, The Pehli Kiran Schools and CFSP Foundation. The Pehli Kiran Schools provide an education for out-of-school children, particularly girls, from the lowest income families, focusing on marginalised and migratory communities. The PKS was set up to offer education in movable classrooms, for the often migratory and displaced children living on the edges of Islamabad. These schools run in two half-day sessions to allow more children to attend, as demand has outgrown the existing capacity.

Care for Special Persons Foundation (CFSP Foundation) was set up by parents of special needs children and a group of professionals in this field. The CFSP runs a centre for education and training, clinical assessment of special children, counselling for parents, transport services and more.

Serena Hotels is sponsoring the IFWA Charity Bazaar 2019 under it’s Cultural Diplomacy initiative that aims to advance the cause of art and culture with the goal to build the foundations for a better future.

#### Press ContactHussain OdhwaniManager Marketing & CommunicationTel: +92 333 6349264hussain.odhwani@serena.com.pk