



HRH PRINCE FEISAL SIGNS THE MEMO OF UNDERSTANDING WITH DR. SOLIMAN FARAH.

## JOC SIGNS LANDMARK HEALTH AGREEMENT

HRH PRINCE FEISAL AL HUSSEIN, PRESIDENT OF THE JORDAN OLYMPIC COMMITTEE (JOC), HAS SIGNED A LANDMARK AGREEMENT WITH THE COMMUNICATION PARTNERSHIP FOR FAMILY HEALTH (CPFH).

THE JOC, WHICH IS THE UMBRELLA ORGANIZATION FOR SPORT WITHIN THE KINGDOM, WILL WORK WITH THE CPFH IN A STRATEGIC COLLABORATION USING SPORTS TO DELIVER LIFE PLANNING AND HEALTHY LIFESTYLE MESSAGES TO YOUTH AND YOUNG ADULTS.

"THIS IS A PARTNERSHIP THAT THE WHOLE OF JORDAN SHOULD BUY IN TO IN ORDER TO PRESERVE A HEALTHY FUTURE FOR OUR POPULATION," SAID HRH PRINCE FEISAL.

"IT IS IMPORTANT FOR THE JOC TO

PLAY AN ACTIVE ROLE IN HEALTH AWARENESS AND OTHER KEY ISSUES, AND BY WORKING IN CLOSE PARTNERSHIP WITH THE CPFH WE WILL BE ABLE TO ACHIEVE OUR GOALS AND OBJECTIVES TOGETHER.

"HIS LATE MAJESTY WAS A STRONG BELIEVER THAT SPORT SHOULD PLAY A ROLE IN OUR EVERY DAY LIFE AND HIS MAJESTY ENDORSES THE HEALTHY BODY, HEALTHY MIND ETHOS CRUCIAL TO THE DEVELOPMENT OF OUR YOUTH. SPORT IN THE PAST HAS WRONGLY BEEN VIEWED AS A LUXURY HERE IN JORDAN SO WE ARE DELIGHTED TO BE WORKING WITH A FELLOW NON-PROFIT ORGANIZATION THAT BELIEVES THAT SPORT IS A NECESSITY FOR THE SAKE OF OUR NATION'S FUTURE HEALTH."

UNDER THE "OUR HEALTH, OUR RESPONSIBILITY" BRAND, THE NEWLY CREATED "SPORTS FOR OUR HEALTH" INITIATIVE WILL

VIGOROUSLY PROMOTE LIFE PLANNING, PHYSICAL FITNESS, ANTI-SMOKING AND HEALTHY NUTRITION.

THE COLLABORATION WITH THE JOC WILL SEE THE COUNTRY'S LEADING SPORTS STARS USED IN HIGH PROFILE CAMPAIGNS, AND SPORTS EVENTS AND ORGANIZATIONS WILL ALSO BE USED AS A CHANNEL TO PROMOTE KEY MESSAGES AND TO RAISE AWARENESS OF VITAL HEALTH ISSUES.

## JORDAN READY FOR DOHA

JORDAN HAS CONFIRMED THAT IT WILL SEND UP TO 150 ATHLETES, COACHES AND OFFICIALS TO THE 2006 DOHA ASIA GAMES FROM DECEMBER 1-15.

IT WILL BE THE KINGDOM'S BIGGEST EVER DELEGATION TO AN ASIAN GAMES WHICH IS BEING HOSTED IN WEST ASIA FOR THE FIRST TIME IN

CONT...

