Under the umbrella of "All will play football" platform

**Juhayna launches “Pay it Forward” campaign to gather 10,000 sports shoes and grant them to youth centers**

Cairo, May 25, 2022 - Juhayna Food Industries launched the "Pay it Forward" campaign, which comes under the umbrella of "All will play football" sports platform, in cooperation with the Egyptian Clothing Bank and The Maker Company. The campaign aims to collect 10,000 sports shoes to be distributed to several youth centers across Egypt to provide them the opportunity to play football.

Passant Fouad, External Relations Director at Juhayna said: "I am proud to be launching the "Pay it Forward" sports campaign, which comes in line with Juhayna’s belief in the importance of supporting and developing the sports field to ensure the preparation of new generations with good health. Through this campaign, we aim to provide the tools for youth to help them continue practicing their favourite sports and put their energy in it.

Fouad added that the "Pay it Forward" campaign is not Juhayna's first investment in the sports field. Over the past years, the company has contributed in many initiatives, most important of which was its long partnership with Al-Ahly Sports Club, which lasted about 19 years. During these years, Juhayna was able to become the first Egyptian company to have its logo printed on the sports uniform of any team. Moreover, the company participated in the biggest football event, namely Football Expo, in order to develop young people's mentality about sport and create greater opportunities for them through seminars and activities with the most important athletes and sports content creators.

Additionally, Captain Ahmed Hossam Mido said: “I am proud that my company, The Maker, has joined this pioneering campaign that will give equivalent opportunities in football to athletes in the youth centers. I am confident that the campaign will discover various sports talents and our role is to empower them it in order to bring out a new generation of football stars. I extend my sincere gratitude to Juhayna and all the involved partners, and I hope that we can achieve the main goal of the campaign, which is to make thousands of Egyptians happy.”

The football player Omar Marmoush said during the event: "I am very happy to see the dream becomes a reality, as we are about to start implementing the "Pay it Forward" campaign. In fact, everyone plays football, but there are those who are deprived from playing it. Hence, the initiative comes to tackle this issue by providing basic sports tools for youth in various governorates. We are targeting to collect 10,000 sports shoes, and I am sure that Egyptians will rush into participating in the campaign, and we will double this number in a short time after the launch. We will gladly continue to provide more tools to provide an integrated sports experience for all groups.

It is worth mentioning that Juhayna will be providing several points to collect sports shoes in many clubs in cooperation with the Egyptian Clothing Bank. Then, an event will take place for cleaning and packing the shoes by donors and others so that they are ready for delivery. At the end of the campaign, the shoes will be delivered to the beneficiaries, followed by a football match between number of athletes from youth centers and private clubs.

**-Ends-**