

# INERTIA

## **Inertia Launches a “Digital Fasting” Initiative in Ramadan**

Inertia, a prominent real estate company that provides high quality, modern commercial and residential properties across Egypt, decided to work on an initiative to bring back old Ramadan traditions. With the fast-paced advancement in technology over the last few years, people across all ages have been spending more time on their phones than ever before. Nearly %80 of their time during social gatherings and outings are spent scrolling through Facebook, Instagram and Snapchat rather than socializing and spending quality time with family and friends.

Therefore, in collaboration with the Egyptian Food Bank, Inertia decided to bring back memories of an anti-digital Ramadan by giving people the opportunity to fast off their phones and place them in Inertia’s lockers at a dedicated Inertia booth; in return for every 30 minutes of digital fasting per person, 4 meals are donated to those in need.

“One of the most important aspects of our communities is the bond we have with one another,” said Engineer Ahmed El Adawy, CEO of Inertia. “Technology is a great force that bridges the gap between people and brings them closer; however, many abuse this gift and the result is actually the opposite. People ultimately interact less with those who are physically around them, due to being too engulfed in their own digital worlds. Seeing that Ramadan is all about giving and cleansing, we thought that this initiative would give back to all members of the community by strengthening bonds, while in return, helping those in need.”

**--ENDS--**

### **About Inertia:**

As a premium homebuilding company, Inertia wants owners to have absolute confidence when buying a new home from the company. That is why community stands at the heart of Inertia. Inertia challenges conventional lifestyles and provides a higher standard of living to people who join the Inertia “family”. Inertia aspires to create flawlessly designed developments that show commitment to innovation and quality, allowing residents to feel at home from day one. By consciously selecting exceptional locations across Egypt, Inertia delivers a lifestyle to its residents that suits them perfectly, putting their interests and needs first.

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