

INERTIA

Inertia re-launches for the second time their digital fasting initiative

More than 3,000 meals donated this year to Egyptian Food Bank.

For the second year in a row, Inertia, a prominent real estate company that provides high quality, modern commercial and residential properties across Egypt, is re-launching their Digital Fasting initiative. Committed to innovation and creativity, Inertia aims to establish close-knit and active community sharing real bonds.

Inertia is giving people the opportunity to 'fast-off' their phones and more importantly bringing back the old memories of anti-digital Ramadan. Individuals placing their phones in Inertia's lockers will contribute to donating meals to those in need, in collaboration with the Egyptian Food Bank. In return for every 30 minutes of digital fasting per person, 4 meals are automatically donated

The numbers increased by over 50% this year as in its second edition, the Digital Fasting Initiative has yielded fruitful results. The digital counter scored more than 11,000 minutes which equated to more than 3,000 meals being donated in comparison to last year where only 2,000 meals were donated.

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, being too engulfed in their own digital worlds. "People consumed by their digital devices interact less with those who are around them. Ramadan is all about giving, we thought that this initiative will be a great contribution helping those in need" said Engineer Ahmed El Adawy, CEO of Inertia. "This year, we aim to break last year's numbers to help individuals in every possible way. Community stands at heart of Inertia, Inertia is keen to be a driving force to enhance the lives of people.

That is why community stands at the heart of INERTIA. We strive to challenge conventional lifestyles and provide a higher standard of living to those people who join our "family".

The initiative serves two purposes; initially, our goal is to help humans rediscover a technology free Ramadan reinforcing how important human bonds are and secondly, contributing to a greater cause and working to eliminate hunger.

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About Inertia:

Inertia is a leading Egyptian real estate company that develops distinctive, valuable, and dynamic projects in different parts of Egypt. From our inception in 2007, Inertia has been thriving; we are renowned for projects that cater to today's cosmopolitan clientele, whether in the energetic Cairo, by the mesmerizing Mediterranean Sea, or on the enchanting Red Sea. Inertia provides more than just properties, we aim to establish a close-knit and active community.

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