

# INERTIA

In a unique enabling model

## Inertia supports three Egyptian champs for Tokyo 2020 Olympics and Junior Olympics 2022

The athletes are potential Olympic contestants coming from diverse sports backgrounds like Judo, Roman wrestling and Tennis.

**Ahmed El Adawy:** "Time has come for these hard-working athletes to receive the care and attention they deserve from Inertia for a brighter future for a new Olympian generation".

**March 4th 2019,** Inertia reveals its unique sports support program which provides a nurturing space and a helping hand to 3 of Egypt's most prominent athletic talents. Stemming from Inertia's belief in the Egyptian youth as the seed for a promising future, Inertia decided to support Ramadan Darwish (Judo), Hassan Hassan (Roman Wrestling) and Layla Shoukry (Tennis) aiming to compete at the Olympics taking place in Tokyo 2020 and Junior Olympics 2022 respectively.

CEO Ahmed El Adawy said: "I truly understand how it feels to stand alone against a discouraging current of pessimists and non-believers, working silently with minimal resources to achieve greatness. Time has come for these hard-working athletes to receive the support and attention they need from Inertia in order to help them reach a brighter future for a new Olympian generation making every Egyptian proud."

He also stated that this announcement is the first of its kind, setting a unique support model through which Inertia is acting as rising stars supporters even before their qualification to the Olympics in Tokyo 2020 and Junior Olympics 2022.

He also added that Inertia is supporting athletes by providing access to professional coaching and countless benefits in an early stage of their athletic journey. This model scouts for undiscovered talents and accompanies them in a journey of restless determination and hard work; challenging the mundane lifestyles and choosing a path to become the best.

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Inertia's founders undertook the same hardships. They understand the value of having such model that empowers the athletes and supports them with day to day observation, providing them with professional coaches and top notch equipment as well as dispensing life coaches in order to overcome the mental grind and the challenging lifestyle. This reflects the values Inertia are committed by; daring the conventional lifestyles and providing a higher standard of living to the people who join Inertia's communities. Furthermore, Inertia's founders believe in their partnership with the athletes they've formed to an extent where the CEO decided to record himself for the voice over for the new advertisement in show of support and encouragement.

Interestingly, Ramadan Darwish broke an international record by becoming the Judo champion of Mediterranean Games three times. He is also a 6 time African champion and reached the 7th position in the Rio De Janeiro Olympics in 2016.

As for Hassan Hassan, his last achievement in Roman Wrestling was a silver medal in Slovakia for the world's youth championship in September in addition to winning the gold medal in the African championship.

Layla Shoukry is the youngest of the three aged 12, a tennis prodigy in the making who is ranked first in Egypt and Africa under the age of 12, she also showed up spectacular performance in many local and international tennis tournaments in the past period. Layla is working hard to participate in the junior Olympics 2022 and Roland Garros 2021.

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## About Inertia Egypt:

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 mesmerising Mediterranean Sea, or on the enchanting Red Sea. Inertia provides more than just properties, we aim to establish close-knit and active communities. We are selective with our properties as we only choose distinguished projects that offer valuable homes and a gratifying lifestyle aligned with contemporaneous needs. Our developments range from cutting edge medical centres such as Medipoint Sheikh Zayed, Medipoint Mena Plaza; residential properties like West Hills, G Cribs in El Gouna, Soleya, Brix, Joulz, Veranda in Sahl Hasheesh, and the mega-project Jefaira in the North Coast. In every project, Inertia ensures estimable developments with immaculate designs, overlooking scenic vistas, and a warm, vibrant community. Today, Inertia's properties are peerless, guaranteeing their residents quality of design, service, and ambiance.

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