

INERTIA

Inertia revives the Ramadan spirit for the 3rd year in a row with the “Digital Fasting For Good” initiative

Over 2,500 meals donated this year to Egyptian Food Bank

Cairo, May 2019 – Inertia held its “Digital Fasting For Good” initiative this Ramadan in cooperation with Egyptian Food Bank for the third time in a row. This year, the initiative was on a bigger and wider scale, implemented in different locations during the 4 weekends of Ramadan; enabling people to spend quality time with their loved ones with limited screen time. Hence, disconnecting to connect with their communities and families.

This initiative encouraged youth and elders to fast from their phones through leaving the phone at safe boxes or a portable charging station inside different partners’ locations. The boxes and the portable station enabled individuals to have less screen time by fasting from their mobile phones that were safely being kept away. And for every 30 minutes a mobile phone was locked, 4 meals were automatically donated for the underprivileged during the holy month of Ramadan.

This booming initiative resulted in the donation of over 2,500 meals throughout the 4 weekends. The activation was kicked off in Crave, Bocca Eatery and Social House, Ayadina, Serena Eatery, Capital promenade and The Platform.

The initiative sparked Inertia’s interest that people are becoming a lot more consumed with their digital presence and decreasingly living the essence of Ramadan. Capitalizing on this, the average phone user touches his/her phone 2,617 times every day, according to a study done by the research firm Dscout. Accordingly, Inertia started the initiative to encourage youth and elders to start having real connections with their society. Thus, disconnect to connect.

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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 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 centers 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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