



Dubai, 20th March 2018

Dear Colleagues,

It gives me great pleasure to announce the launch of the 11th edition of the annual Road to Awareness campaign!

As you all know, Road to Awareness is an annual associate fundraising campaign that has been making a valuable difference to the lives of children across our continent since 2008. Every year, employees throughout Africa and the Middle East organize fundraising events to help raise funds to support the vital work charities and organizations do improve the lives of children.

The campaign was initiated in 2008, when several senior associates at Former Starwood decided to take on a 3-day cycling challenge in the French Alps and Pyrenees to support UNICEF. In the following years, associates have raised close to USD 7 million and the cycle challenge has continued to be an anchor of the campaign every year. Last year, under the Marriott International expanded portfolio, the campaign raised over USD 630,000 to benefit several organizations across the UAE, Jordan, Qatar, Saudi Arabia, Lebanon, Kuwait and South Africa.

Road to Awareness continues to be very close to our hearts, and this year we are thrilled to launch this to our entire Marriott International portfolio across the Middle East and Africa.

This year, we are continuing our strategy of fundraising in-market for local organisations who support children, be it medical, rehabilitative, educational or therapeutic. Our 2018 confirmed charity partners so far are Al Jalila Foundation (UAE), Disabled Children's Association (KSA), King Hussein Cancer Foundation (Jordan), Education Above All (Qatar), and we are in negotiation and due diligence with potential partners in all markets where we are operational.

The hotel fundraising initiatives should now already be in advanced planning stages, and I know a couple of properties have already had their events. If you have any questions about what activities to organize or how best to support this campaign, please reach out to [Deema Kingsmill-Moore](#) who can help and guide you to plan and execute.

In addition to the hotel activities, we are aiming to hold our 11th Annual Road to Awareness bike-ride in Cape Town, South Africa from Thursday 2nd until Saturday 4th August. The ride will cover a total of approximately 600 km and over 5000 height metres in 3 days. This is open to all associates on and above property across the Middle East and Africa, and again, we are looking for highly motivated and physically fit cyclists to join.

However, please note, **given the fact that integration activity will be in full swing, we would propose that anyone directly involved in any integration work refrains from applying and focuses on participating in 2019 instead.**

The route will be shared in the coming weeks, but preparations and training for this ride will need to start now and will demand focus, determination and perseverance. To participate each rider needs to commit to raising a minimum of USD 1500 for the Road to Awareness campaign.

Like every year, **we count on each and every property** to raise valuable funds through associate events to support our partner organizations. Our target this year is **USD 1 million!**

In order to reach this target, we need the engagement of our properties and associates and your wholehearted support. This support can be in any form of fund raising activity on property, as every donation counts no matter how big or small.

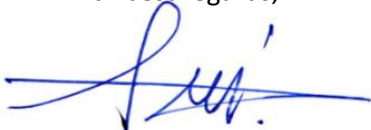
We will be sharing regular updates about the campaign progress as well as preparations for the cycle challenge. In the meantime, I do hope that many of you across the region will be interested to participate in Road to Awareness 2018.

Applications to participate in the 3 day bike ride can be sent to the attention of deema.kingsmill-moore@marriott.com no later than Thursday 12th April. We will accept up to 25 riders.

I count on you to inform your associates and share this tremendous opportunity and solicit their support.

Thank you all,

With best regards,



Guido De Wilde
Chief Operating Officer, Middle East
Marriott International