

## **Paramount Fine Foods CEO Mohamad Fakhri distributes 150,000 Water Bottles during fasting month of Ramadan**

**June 7th 2016** - Millions of Muslims around the world are celebrating the holy month of Ramadan. This is when each day for an entire month, Muslims abstain from eating, drinking, smoking and sexual activity from sunrise to sunset to focus on spirituality, good deeds and charity.

It's a time of reflection and perseverance and with Ramadan falling in the summer months, Canadian Muslims will be going without food and water for over sixteen hours.

Mohamad Fakhri the president and CEO of Paramount Fine Foods approached one of the largest leading Muslim charities Islamic Relief Canada with the idea of helping those who are fasting stay hydrated during night prayers. Together, both parties came up with the idea of delivering water bottles in mosques across the Greater Toronto Area.

CEO of Paramount Mohamad Fakhri says:

*"Many Muslims will be attending evening prayers known as "taraweeh" which can go on till past midnight. We want to make sure everyone is hydrated and having water bottles during these evening prayers makes this much easier. We hope to target almost every mosque in the Greater Toronto Area."*

CEO of Islamic Relief Canada Zaid Al-Rawni says:

*"Fasting during the summer months without water can be very difficult. I really admire those who are volunteering their time driving around the GTA, collecting water bottles, loading them onto their vehicles and travelling to mosques to deliver them. Doing all of this while fasting and unable to drink water takes a huge amount of passion and dedication."*

### Note to Editors

1. For any media queries or to arrange interviews with Paramount Fine Foods and/or Islamic Relief Canada, please contact [media@islamicrelief.ca](mailto:media@islamicrelief.ca) /+1647 200 4662
2. To arrange for pictures, videos and/or live shootings of distributions, please contact the media team (contact information as above)
3. Islamic Relief is an international aid and development charity that aims to alleviate the suffering of the world's poorest people. As well as responding to disasters and emergencies, Islamic Relief promotes sustainable economic and social development by working with local communities – regardless of race, religion or gender.
4. Islamic Relief Canada has partnered up with Paramount Fine Foods - a provider of authentic halal Middle Eastern Foods- to pursue this Ramadan water Bottle initiative.