

# The Global Party reaches Beirut



*An audience of VIP's in Beirut became part of the world's largest private charity event as The Global Party came to the Phoenicia Hotel. Lucy Self looks at what makes Beirut such a vibrant city where the modern and classical worlds come together linking the world for a worthy cause.*

## The Phoenicia Hotel Beirut was proud to host The Global Party this September 2014

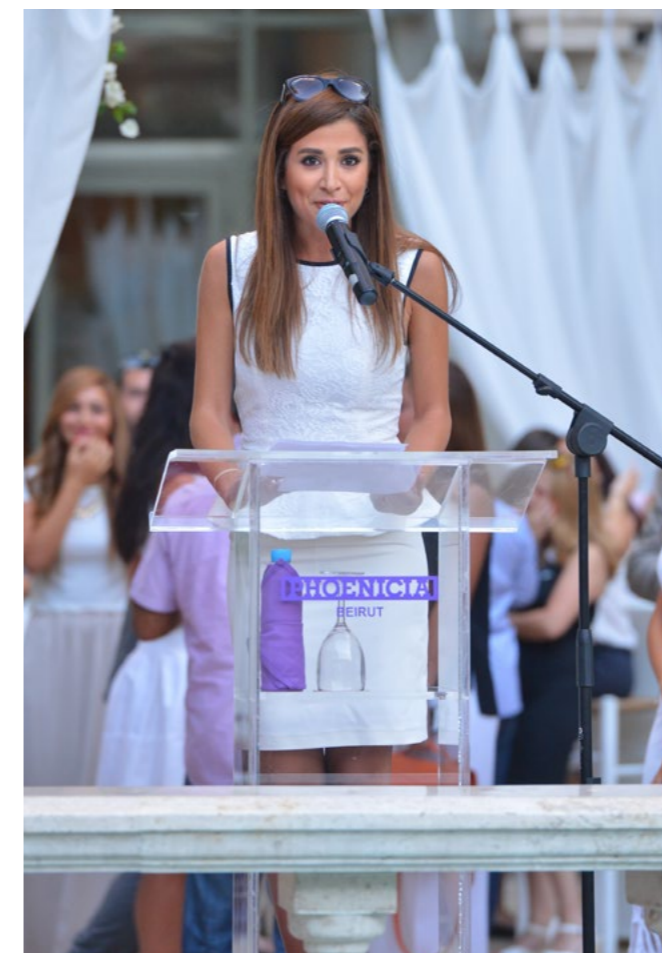
Beirut has always been heralded as the historical birth of one of the greatest trading nations and gateways in the world, bridging countries, continents and civilizations. Phoenicia's heritage as the heartbeat of Beirut, brings a unique and new experience to guests and visitors travelling there. Phoenicia InterContinental was proud to support The Global Party and bring an inspiring message to Beirut as the exclusive Lebanon location that help create the legacy "Linking The World for a Worthy Cause".



The Phoenicia Hotel is prominent as a spearhead of Lebanon's renaissance and new development as an ideal place to visit. In the historic and multicultural city centre of Beirut, with the redeveloped marina on its doorstep right by the famous Corniche waterfront, the hotel plays perfect host to international leisure and business playground and boardroom in one. Only few minutes from the city's business and banking district, the major shopping areas and

the vibrant downtown. The hotel is a complex comprising of two towers and one residential building holding 446 rooms and suites, excelling in design and serving as a benchmark for ultimate comfort and luxury. With a 80,000 square meters commercial center built around the three-tower hotel as well as two floors of public space counting a spacious banquet area, a shopping arcade, five restaurants, eleven conference and exhibition areas, two swimming pools and a lavish SPA.

Approached by The Global Party to participate in this international event, after having seen the significant global impact The Global Party has had with local and International charities over the last events, The Phoenicia InterContinental was delighted to support this unique charity endeavour and have the opportunity to engage and participate in such a noble cause. They have a long established culture of supporting and taking an active part in responsible



business programmes, and have a core value to support their local community and the global InterContinental Hotels Groups (IHG) initiatives.

The "SUNSET RENDEZVOUS" event took place on Sept 3, 2014 at the beautiful Améthyste outdoor pool Lounge, "Where Passion meets Fashion for a Noble Cause", a mission where all funds will go to support the Children Cancer Center of Lebanon. Guests enjoyed special live shows by 8eme Art, an exclusive performance by DJ Mitri along with delectable live cooking stations. Fashion international Lebanese designer Georges Hobeika revealed his walk-in closet as well as a fur fashion show by G.Nasrallah. The event raised the needed awareness and contributed to support children and their families who everyday face this severe illness. The unique event designed specifically for The Global Party was a great success.

The Phoenicia InterContinental holds a place in the hearts of the local community and guests where excellence and passion combine to deliver special glamorous moments and every team member in Phoenicia InterContinental worked together to ensure that this event was a key highlight in the social agenda that had a lasting positive memory and was of course a call to action to do as much as possible to support those that need it most. The designer Georges Hobeika showed his full support by providing a beautiful walk-in closet featuring almost 200 dresses and G.Nasrallah provided the exclusive fur fashion event.

### A stunning event.

Lebanon is known as "Switzerland of the Middle East" and The Phoenicia Intercontinental is well known as the home of royalty, world leaders, celebrities, captains of industry and is a stage





The Global Party event in Beirut raised a valuable amount to support children; a wonderful total of USD \$86,783 (GBP £53,536). From the dresses and clothing that were sold to the tombola participation fees, the raised amount went fully to the Children Cancer Center of Lebanon.

for major regional and international congresses and events. The Global Party in Beirut event saw local celebrities and VIPs party for a good cause!

The Phoenicia InterContinental have always greatly focused on the needs of the local community as a priority, but also endeavour to support wherever able, charity requests received on a regional or international level, such as IHG Shelter in a Storm, the disaster relief programme; It equips our hotels to act quickly and decisively to support guests, colleagues and local communities when disaster strikes or IHG Green Engage, a system which enables us to manage the environmental impact of our hotels, without compromising the guest experience.

*Lucy Self*

