



## Byblos Bank launches its Green Christmas Campaign

**Byblos Bank Headquarters, December 2011:** This Christmas, Byblos Bank launched its Green Christmas Campaign, which allows cardholders during December, to redeem 33,000 Loyalty Points for a natural tree delivered by Exotica right to their homes. After the holidays, they can have their tree picked up by the Association for Forest Development and Conservation (AFDC) to be replanted in one of Lebanon's forests.

*"In 1980, forests used to cover 30 percent of Lebanon's area and today, they cover only 13 percent. The forest coverage has fallen by 35 percent and it is recommended that a country's forest area approximate 20 percent. Byblos Bank is aware of this reality and this is why we regularly strive to engage our clients and stakeholders in our effort to contribute to the preservation of Lebanon's forests. This season, we undertook this initiative not only to share in the festive spirit of our clients but also to raise their awareness of the importance of reforestation in Lebanon, said Georges Fares, Head of Group Cards at Byblos Bank.*

This campaign is part of Byblos Bank Cards Loyalty Program, which is one of the most innovative gift loyalty programs in Lebanon. All Byblos Bank cardholders are automatically enrolled in this program that proposes exciting rewards and seasonal offers such as travel vouchers with Air France, technology gadgets: iPad, iPod, as well as contributions to associations such as the AFDC, Heartbeat, the Children Cancer Center of Lebanon (CCCL), and MySchoolPulse.