



Byblos Bank and the Lebanese National Committee of ICOM Announce their Joint Activities for the International Museum Day

Byblos Tower, Ashrafieh, May 13, 2010:

Byblos Bank and the Lebanese National Committee of the International Council of Museums (ICOM) held a press conference on 13 May 2010 at the Bank's Headquarters to announce a series of activities to take place on the International Museum Day, on 18 May 2010. These events are aimed at promoting museums in Lebanon and raising awareness of the vital role they play in disseminating the country's culture and heritage, and in nurturing social harmony.

Mrs. Nada Tawil, Head of Group Communication Department at Byblos Bank, voiced the Bank's commitment to preserve heritage and promote culture. The Bank engages in introducing Lebanon's sites, monuments, and personalities to the Lebanese and especially the youth. This would help build bridges between members of the community and tie them to their country.

Mrs. Tawil added: *"In its efforts to promote our culture, Byblos Bank will broadcast a series of episodes on 12 Lebanese museums members of ICOM starting 18 May 2010. These episodes will be part of Hayda Lebnen, a TV program sponsored by the Bank. This will familiarize citizens with Lebanese museums as well as the cultural wonders and treasures they boast. It will also incite the Lebanese to visit the museums and discover Lebanon's diverse cultural wealth and richness, hence fostering national tourism and stimulating the country's economy."*

Hayda Lebnen is a cultural TV program sponsored by Byblos Bank since 1994. To date, this program has shed light on 900 Lebanese villages and uncovered their unique characteristics and features. Mrs. Tawil added: *"It is natural though to continue with a series of episodes to bring out our Lebanese museums."*

Dr. Leila Badre, President of the Lebanese National Committee of ICOM, unveiled the celebrations of the International Museum Day to take place this year under the theme *"Museums for social harmony"*. For this occasion, *"the Lebanese National Committee will hold a free open door day on 18 May 2010 in the 12 ICOM member museums, followed by exhibitions, musical evenings, and other activities"*.

Directors and curators of Lebanese member museums of ICOM presented those museums and stressed on their importance in promoting Lebanon's cultural and historical cachet.

Byblos Bank is unwaveringly committed to individuals and societies. A "Bank for Life", the Bank endeavors to add value and make a positive change in the environments where it operates, while contributing to community growth and development.