

## **IPTEC's Runs the Beirut Marathon raising awareness about Eco-driving**

The team of IPTEC (IPT Energy Center) including 60 IPT employees and friends took part on November 9<sup>th</sup> 2014 in the Beirut Marathon 10 KM "Run for a Cause" category in support of KUNHADI Association. This initiative falls within IPTEC's National Awareness Campaign "Be an Eco-driver and Protect your Health and Environment" that was successfully launched on September 15<sup>th</sup> 2014 in partnership with the ministry of Environment MOE, ESCWA and UNDP. The Head of the Youth and Sports Parliamentary Committee MP Mr. Simon Abi Ramia along with "Koun Eco-driver" Campaign Ambassador Ms. Aline Lahoud, and IPTEC President Dr. Toni Issa were also running with the team showing their support to IPTEC's campaign. IPTEC's partnership with the Beirut Marathon Association translates the campaign's core message that is encouraging healthier and non-motorized means of transportation in an attempt to reduce air pollution and promote an efficient use of energy in land transportation.

Parallel to the Marathon, IPTEC's team and mascots Eco-leaf and Pollumonster -present at IPTEC tent at the starting point of the race during this all day-long of activities, fun, sports, and quizzes about Eco-driving- were also keen on interacting with the general public of all age to draw their attention on the necessity of becoming Eco-drivers through the distribution of Eco-driving licenses that introduce 15 easy, simple, and socially responsible Eco-driving tips while offering them the chance to win many valuable prizes by IPTEC.

For more information on IPTEC and the Eco-driving campaign, visit IPTEC Facebook Page.