

For Immediate Release



## **AUB students carry out beach cleanup at Ramlet al-Bayda**

Beirut, Lebanon- 23/04/2012 -Volunteers from the American University of Beirut carried out a beach cleanup campaign on the occasion of Earth Day to raise awareness about littering and help keep the neighborhood clean.

The drive, which took place on April 22, 2012 at the Ramlet al-Bayda beach, was the first collaboration between the undergraduate and graduate chapters of NET Impact at AUB and Metel Ma Shelta, a graphic design trio from AUB who started an anti-littering campaign a few months ago and have since been organizing monthly cleanups.

“Actions have an impact on the community, and projects like these give students a sense of responsibility while at the same time having fun,” said graduate business student and VP of Marketing at NET Impact Amal Al Dahouk.

NET Impact is an organization of students and professionals committed to using business for positive, social and environmental impact, and teaching students about adopting sustainable behavior. The AUB group represents the first undergraduate chapter in the Middle East. The organization is made up of 280 chapters spanning across six continents.

“We are using our business expertise to do good for the community,” said Liya Kreidie, graduate student and co-president of NET Impact. “It’s something that we should do more often. This is just a first step. The more people you have the greater the impact will be.”

The reaction from the beach-goers was positive. Various bystanders applauded volunteers on their efforts in helping their community, and some even wanted to join in, thus proving that events like this can truly make an impact and cause a ripple effect.

ENDS

**For more information please contact:**

Maha Al-Azar, Associate Director for Media Relations, [ma110@aub.edu.lb](mailto:ma110@aub.edu.lb), 01-353 228

**Note to Editors**

### **About AUB**

Founded in 1866, the American University of Beirut bases its educational philosophy, standards, and practices on the American liberal arts model of higher education. A teaching-centered research university, AUB has more than 600 full-time faculty members and a student body of about 8,000 students. AUB currently offers more than 100 programs leading to the bachelor’s, master’s, MD, and PhD degrees. It provides medical education and training to

students from throughout the region at its Medical Center that includes a full service 420-bed hospital.

**Stay up to date on AUB news and events. Follow us on:**

Website: [www.aub.edu.lb](http://www.aub.edu.lb)

Facebook: <http://www.facebook.com/aub.edu.lb>

Twitter: [http://twitter.com/AUB\\_Lebanon](http://twitter.com/AUB_Lebanon)