

For Immediate Release



Beirut: 19-5-2016

## **AUB Alumni and Friends are cooking to support Student**

### **Financial Aid**

On the occasion of the American University of Beirut (AUB) 150<sup>th</sup> anniversary, the WAAAUB Philadelphia/Delaware Valley Alumni USA Chapter, in collaboration with AUB alumni volunteers are launching “ABUNDANCE” - The First AUB Alumni Cookbook.

“ABUNDANCE” was created to raise funds for AUB student financial aid.

“ABUNDANCE” was assembled by 45 AUB alumni volunteers from around the world who offered their culinary talents and educational experiences. These volunteers worked for more than 20 months under the guidance of the project leader Asma Ghannam, the cookbook editor Carla Habib Mourad, Samia Hazim for the content, Mayda Freije Makdessi for creative art design and Heba El Shaar for marketing and media.

These volunteers leveraged shared technology tools and platforms to collect, track, review, edit, and test and taste the recipes. Geographical challenges were overcome by leveraging multiple communication vehicles and media. More than 105 worldwide AUB alumni and friends submitted more than 200 Mediterranean recipes for consideration.

Do we think that “Abundance” is unique? The answer is positive according to Mourad, the expert nutritionist on the project who added: “ABUNDANCE” is a 416 page hard cover cookbook of 168 delicious Mediterranean recipes and much more. Rarely does one find in a single publication personalized introductions, photographs, recipe symbols, nutritional information, healthy tips and comprehensive glossaries that enhance universal applicability and address dietary restrictions.”

In her turn Asma Ghannam said: “ABUNDANCE” features art work, photography and illustrations by students, alumni, faculty, and friends, and is the outcome of tremendous hard work and perseverance of 45 volunteers for more than 1 year and 6 months. Everyone worked full heartedly knowing that this was for a good cause ... for AUB students’ financial aid.”

“ABUNDANCE” will have a lasting effect”, as Dr. Lamyia Tannous Khuri said in her foreword, “I hope the recipes in “ABUNDANCE” will connect members of the worldwide alumni community of AUB, an organization in its prime position to write a cookbook because of the location of our alma mater in the Mediterranean port city of Beirut.”

“ABUNDANCE” has received tremendous support and encouragement from AUB leadership and from sponsors. “We were very touched, said Heba El Shaar -Chairperson for Marketing and Media, with the sponsors’ support, and in particular from MALIKS bookstores; their leadership and generosity earned them exclusivity to sell “ABUNDANCE” to the region.”

For her part, Hiba Bitar chair of WAAAUB chapters and awards committees said: We; chapters committee; work towards enhancing the link between WAAAUB and its fifty six professional and geographical Alumni chapters distributed over Lebanon, MENA, Europe, North America and rest of the world regions... Not only an emotionally touching initiative but also a socially responsible one, as the gathered fund will be used in students’ scholarships...

ENDS

**For more information please contact:**

Simon Kachar  
Director of News and Media Relations  
Mobile: 03427024 Office: 01374374 Ext: 2676  
Email: [sk158@aub.edu.lb](mailto:sk158@aub.edu.lb)

## 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 700 full-time faculty members and a student body of about 8,500 students. AUB currently offers more than 130 programs leading to 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)