



LIFE AS IT SHOULD BE



September 2009  
Newsletter

ANNIVERSARY    AROUND TOWN    FOOD & DRINK    ENVIRONMENT    CINEMA    COMMUNITY    AWARDS

## ANNIVERSARY

### CELEBRATE THE 80'S WITH EL GOUNA'S 20TH ANNIVERSARY!

Join us for a 6-day celebration during the week of the Eid starting on Sunday, September 20 through Friday, September 25. Festivities will take place all over town with a myriad of happenings to keep everyone entertained.

For complete entertainment program contact [info@elgouna.com](mailto:info@elgouna.com), call ext 32100, or visit the El Gouna Facebook fan page at <http://www.facebook.com/pages/El-Gouna-Red-Sea/48882904314?ref=ts>



## AROUND TOWN

### 16444 CENTRAL RESERVATIONS UPGRADED

El Gouna has revamped the central reservations short number 16444 to enhance performance, customer service, and bookings.

The call center service has been upgraded and converted to an automated system that allows callers to select one of the following services directly:

1. El Gouna Info Center for events and general information on El Gouna
2. Taba Heights Info Center for events and general information on Taba Heights
3. Hotel bookings in El Gouna, Taba Heights, and at Azur hotels all across Egypt

Call 16444 from any mobile phone or landline in Egypt



### MOEVENPICK ROOMS RENOVATIONS

The Moevenpick has launched its long awaited renovation program for their guest rooms. The Paris-based Ecart Design has created a modern décor and revolutionized interior setup by centering beds in the middle of the room, facing the window. Guests can now enjoy the fabulous views the hotel is known for, right from their beds when waking up in the morning. The first rooms in Cluster 3 are scheduled to be ready for the Eid holiday in September.

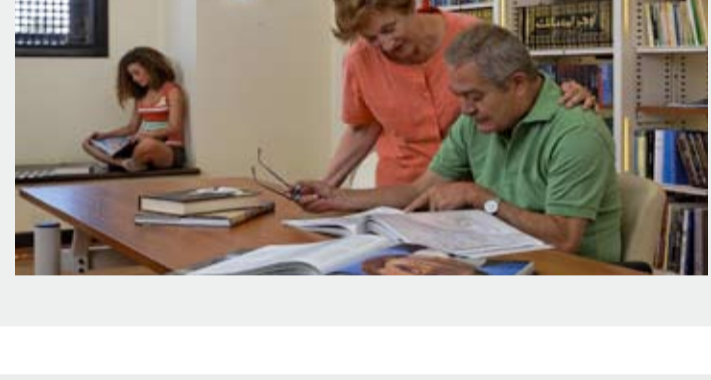
Call ext 120 or book online at [www.moevenpick-hotels.com](http://www.moevenpick-hotels.com)



### LIBRARY MONTHLY MEMBERSHIP OPEN TO ALL

Monthly memberships to the El Gouna Library are now available to all persons who can provide proof of residence or employment anywhere in El Gouna. This membership was previously reserved for homeowners, but now all residents and employees can enjoy the Bibliotheca Alexandrina's online library of over 130,000 books and over 1,500 books in hard copy (a collection the library is in the process of enhancing), an outdoor area with one of the fastest wireless internet access in the Red Sea Governorate, and other attractive features, all for just 100 LE per month.

Open Saturday to Thursday from 11 am to 11 pm or Friday from 3 to 11 pm, ext 32589



## FOOD & DRINK

### IFTAR DELIGHTS AT THE SHERATON

As the sun sets over the Red sea, special Iftar moments arise! Savor the flavor of the Orient during the holy month of Ramadan at the Sheraton's Miramar Restaurant where international delicacies are displayed on the dinner buffet. Round off your experience at the "Coconut Grove" where you can enjoy a selection of shisha tobaccos, compliments of Sheraton.

For reservations call ext 110 and ask for Guest Relations

### PALAVRION UNVEILS NEW LOOK

The Moevenpick's main restaurant, Palavrion, is receiving a complete makeover and will reopen its doors in time for the Eid Feast. A contemporary design with the latest in buffet presentation including live cooking stations will make for a completely new dining experience. The new look goes hand in hand with a new cook. Executive Chef Alfred Zuberbuehler will contribute to the success of the new Palavrion with his culinary expertise gained around the world. The



community welcomes Alfred, a Swiss national, who joins the El Gouna family with his wife and two children.

### LA CRÊPE SEPTEMBER PROMOTION

This month only, La Crêpe offers 1 free soft drink for every King Size crêpe purchased.

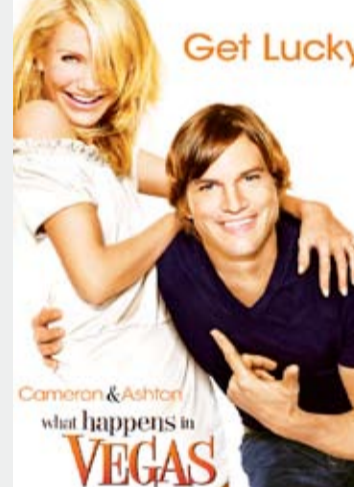
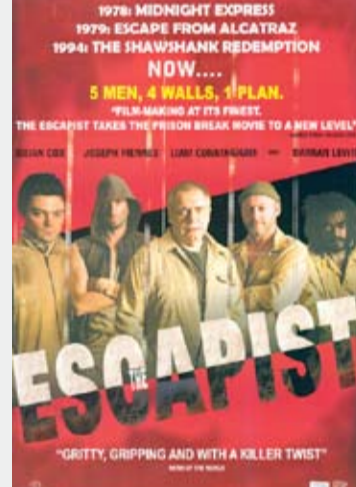
Tamr Henna Square, ext 34027

### MAMOUNIA IFTAR MENU

As every year, Mamounia extends a special Iftar Menu during the month of Ramadan. Enjoy your Iftar with our special tailored menu and beautiful atmosphere overlooking the Abu Tig Marina.

ext 77906

## CINEMA



### MOVIE NIGHTS

Summer blockbusters are playing at **8:30 pm every Sunday and Tuesday** with a double showing **every Thursday at 8:30 pm and 10:30 pm**. Entrance is free and a new movie is featured every week at El Gouna's open-air movie theatre in Downtown El Balad. Drinks and light snacks are catered by the Arena Inn.

### September Movies

- 06 Sep What Happens In Vegas
- 13 Sep The Escapist
- 20 Sep Harry Potter And The Half Blood Prince
- 27 Sep Night At The Museum 2

For weekly showing call the Info Center at ext 32100

## ENVIRONMENT

### WORLD TOURISM DAY AND PADI AWARE DAY MARKED ON SEPTEMBER 27

As this year's PADI Aware Day on September 19 will be during the Eid week, the event will be combined with the World Tourism Day celebrations on September 27. Hotels, diving centers, and various outlets, along with visitors and community members will volunteer to conduct cleanups all around El Gouna. Everyone is welcome to join in to make a change.

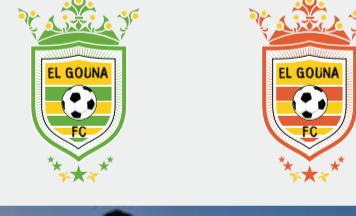
For additional information, and to volunteer, contact [info@elgouna.com](mailto:info@elgouna.com), call ext 32100.



## COMMUNITY

### EL GOUNA FC INAUGURATES NEW COLORS

As part of the professional revolution within the newly promoted El Gouna Football Club, the team presented its new colors. El Gouna FC's home colors are now yellow and green, with orange and white as their away colors. Club administration has clearly stated its ambition to become a major force within the Egyptian Premier League by signing three sponsorship deals with leading corporations: Mobinil became a platinum sponsor, Orascom Telecom a gold sponsor, and the Arab African Bank a silver sponsor. The administration is also concentrating on gaining visibility through various media such as an official website, fan base materials including flags, mascots, and desk items, and regular press communication and conferences.



As for the team itself, El Gouna FC took part in a preparation camp in Switzerland this summer, where they played opposite several Swiss teams, and came back with impressive results that made the headlines of sports pages in that country. They made their debut in the premiership on August 10, playing their first game away from home against last season's relegation survivors Asyut Petroleum. The boys were

able to come back with a point as they drew 1-1 in a match dominated by El Gouna. The horrific conditions of the pitch and the hot weather were a major factor in numerous misses in front of the goal which could have easily made the match go El Gouna's way. New signing Ahmed Omran gave El Gouna the lead in the 71st minute before the Asyut Petroleum team equalized a minute later.

## AWARDS

### EL GOUNA RECOGNIZED AS ONE OF EGYPT'S STRONGEST BRANDS

The El Gouna brand was chosen as one of the 52 leading brands in Egypt at a special tribute event held by the Superbrands Council, the independent authority and arbiter of branding, on July 29 in Cairo. The council members evaluate and score hundreds of brands available within Egypt and the highest scoring brands are then designated as Superbrands. "To be voted as a Superbrand by our independent Council is a powerful endorsement and evidence for existing customers, potential customers, the media, suppliers, investors and employees of each brand's exceptional status" says Mike English, Director of Superbrands Middle East. El Gouna is proud to be selected as a Superbrand.

For additional information visit [www.superbrands.com](http://www.superbrands.com)

