



THE MARRAKECH INTERNATIONAL FILM FESTIVAL FOUNDATION'S COMMITMENT TO SOCIAL SOLIDARITY

Marrakech—December 23th, 2024. In conjunction with the 21st edition of the Marrakech International Film Festival, the Festival Foundation is committed to helping the visually impaired and the people of the Al Haouz and Martil regions.

In alignment with its commitments to a healthy society, the Marrakech International Film Festival Foundation, under the auspices of its Acting President, His Royal Highness Prince Moulay Rachid, launched a new campaign to combat blindness, which took place from December 2nd to 6th, 2024, in Tahannaout. Conducted alongside the 21st edition of the Festival and in partnership with the Ministry of Health and Social Protection and the Hassan II Foundation for Ophthalmology, this new campaign was aimed primarily at disaster-stricken populations in the Al Haouz region, who benefited from 4,123 medical consultations and 406 surgeries conducted by medical teams mobilized for this purpose.

This campaign of solidarity was accompanied by the distribution of food baskets and eyeglasses. The beneficiaries were also visited by several Moroccan and international film professionals, who were keen to express their support for the disaster victims.

Children in the region's Koranic schools and orphanages, as well as children with reduced mobility benefited from daily pediatric ophthalmological consultations, offering them appropriate medical and optical treatment.

This large-scale campaign was carried out by the Hassan II Ophthalmology Foundation's medical team in three phases: beneficiaries were recruited in the affected douars; surgeries and other medical procedures were performed at the Mohammed VI Hospital in Tahanaout; and, finally, follow-up visits were held during the post-operative period.

Last October, the Marrakech International Film Festival Foundation organized a similar campaign in Martil, where 251 surgical procedures and 3,197 specialized consultations benefited the local population.

To date, the Marrakech Film Festival Foundation has organized 26 campaigns to combat blindness in various regions of Morocco:

Marrakech (2009 and 2010)

Marrakech, Rabat, and Tiflet (2011)

Marrakech, Tata, and Guelmim (2012)

Demnate and Tahanaout (2013)

Dakhla and Tahanaout (2014)

Berkane and Khénifra (2015)

Laâyoune and Tamellalt (2016)

Tiznit, M'diq, Errachidia, and Sefrou (2017)

Taza, Azilal, and Tahanaout (2018)

Errachidia and Marrakech (2019)

Martil and Tahanaout (2024)