JORDAN OLYMPIC COMMITTEE LAUNCHES RAMADAN CAMPAIGN

Jordan’s leading athletes have teamed up with the Jordan Olympic Committee (JOC) to launch a Ramadan health tips campaign throughout the Holy Month.

Starting on the first day of Ramadan (Thursday), the social media campaign will use images of 30 Jordanian sportsmen and women to deliver a vital health tip every day to encourage people to look after themselves during the month of fasting.

As well as the big household names, the campaign will also use athletes from sports that don’t receive widespread media coverage to help Jordanians become familiar with them and their achievements.

There will also be a link to the newly launched www.joc.jo where all 30 tips can be accessed to enable followers to enjoy a healthier Ramadan.

The JOC runs a number of campaigns and initiatives under its Living Sport communications plan which has a vision for sport and healthy living to play a part in the daily lives of all Jordanians.

-Ends-

Contact:

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