Curtain Raiser Press Release

**JAIPURITES TO HELP ‘BEAT THE HEAT’**

Jaipur, 27 May: With the aim of reducing the number of deaths caused by heatwave in the city, a campaign by the name of ‘Joypour’ is being organized on Saturday. As a part of the campaign items like footwear, caps, umbrellas, water bottles, Glucon D, among others will be distributed to the under- privileged.  To be held at Jawahar Kala Kendra (JKK) from 7 am to 10 am, the event is a social welfare initiative by Scoonews.  
  
The CEO of Scoonews, Mr. Ravi Santlani said: “Last year as many as 2500 people had died of heatwave. It doesn’t have to be the same this year.” The campaign is supported by brands and firms like Adidas, Mayank Group, Dotsquares, SHyamDasani's,  Dotsquares Happiness Foundation, Ratan Textiles, Navpack, A1TV , Amor, Atlt Inc among others.