

**Kassar Honors Lebanese Media Representatives
Stressing the Leading Role of Lebanese Media in Lebanon and the Arab Region**

HE Mr. Adnan Kassar, Fransabank Group Chairman, invited media and press representatives to a luncheon honoring ceremony held at Phoenicia Intercontinental Hotel on Wednesday, January 11, 2017. The ceremony was attended by Head of Lebanese Press Syndicate, Mr. Awni Kaki, and Head of Lebanese Press Editors, Mr. Elias Aoun, as well as a host of the most prominent press and media figures in Lebanon along with representatives of Fransabank.

Kassar opened the ceremony with a speech in which he welcomed the attendees and expressed Fransabank's appreciation of Lebanese media, stressing the essential role it plays "in a civil democratic society for the sake of education and awareness, in terms of tackling people's issues, keeping the public informed, and shedding light on each critical stage Lebanon faces."

Kassar, however, regretted the hardships which Lebanon's written and audio-visual media is facing nowadays, "particularly after one of the most prestigious media institutions closed its doors in the beginning of this year." Kassar added, "Despite all the difficult circumstances, Lebanese media will remain a pioneer key player in the Lebanese and Arab arenas, since freedom has been always the core of this profession, led by free journalists who work hard to seek change, where transparency is their goal, and the pen is their weapon. "

Kassar pointed out that the essence of Lebanon lies in its media, thanking all journalists for their dedication, devotion, and honesty to keep the Lebanese press and media authentic and continuously radiant."

At the very end, Kassar honored Mr. Awni Kaki, Head of Lebanese Press Syndicate, and Mr. Elias Aoun, Head of Lebanese Press Editors, presenting to both tokens of appreciation and gratitude and as a gesture of respect and distinction to Lebanese media in general. Afterwards, it was a lunch in honor of all attendees.

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