

CAMEL ADVENTURES



15 June 2022 to 02 July 2022
Senior-Friendly Workshops
Every Wednesdays & Saturdays



4get-me not launches “Camel Adventures” at Arabian Courtyard Hotel & Spa for senior tourists in UAE

Camel adventures will be operated by senior citizens from 4get-me not

Dubai, 30th May 2022 – The founder of 4get-me-not Desirée Vlekken along with the organizations senior citizen are set to launch “Camel Adventures” in partnership with the Arabian Courtyard Hotel & Spa for the month of June. The Hotel will be hosting age-friendly activities where senior tourists can participate and match their abilities. The activities are designed to cater to a growing senior citizen population of tourists who want to explore the Middle Eastern culture in a safe and senior friendly venue. There will be opportunities to book sessions twice a week, every Wednesday and Saturday through the month of June.

Camel Adventures sessions revolve around camels - from art themes, aqua aerobics styles, quiz sessions, short excursion including foodie adventures like camel milk smoothies and camel burgers, which are a specialty of the Arabian Courtyard Hotel & Spa. The variety of activities include, **“Camel on a cube”** – painting session with Dubai based artist Shabnam Habib will be teaching the seniors to paint using cubist techniques, cubism is excellent for art beginners because it reduces objects and space into geometric shapes and colours will be held at the *Pharaoh Café & Restaurant*; for the health conscience tourists there is **“Mornings at the Oasis”** a group aqua aerobics session at the *Hotel’s pool*; to keep the mind active there will be an afternoon dedicated to games & quizzes with **“Who’s the Clever Camel?”** at the *Sherlock Holmes Bar* by playing trivia, seniors will not learn random information but will get some serious mental benefits as well such as enhanced memory, improved cognition and reduce considerable stress and lastly for the adventure seekers, there is **“Camel soap opera”** a guided tour to the camel soap making factory, pick up and drop off from *Cross Cultural Café & Bistro at the Hotel*.

Desirée Vlekken - founder of 4get-me-not explains, *“4get-me-not understands maintaining a social network for seniors is empowering and has benefits which can be particularly profound. Camel Adventures is set-up as an exclusive platform for seniors where they can enjoy activities as a group enabling them to express their social, intellectual and mental potentials. I agree that ‘Age doesn’t matter unless you’re a cheese.’ But we must face the reality that seniors are a dynamic*

group of travelers with a wide range of needs and requirements when they travel. Age starts to matter if they don't have a good infrastructure, privacy, and a program that understands their needs while they're in Dubai. This is why we collaborated with Arabian Courtyard Hotel & Spa as HQ for Camel Adventures to fill in this gap. But we're not going to reinvent the wheel. We just selected our most loved and highly in-demand activities from our 9-years advocacy on quality of life for seniors to create the sessions for June."

*"We at the Arabian Courtyard have been very fortunate with our central location, unlike the futuristic and glitzy Dubai; we represent the cultural & historic district in Bur Dubai. Our area houses the museum, the spice & gold souq and the art district, which are all within walking distance from the Hotel. We pride ourselves in being a senior citizen friendly Hotel, we highly appreciated 4get-me not's vision with a higher purpose and we look forward to hosting the Camel Adventures at our venue" adds **Habib Khan – GM of Arabian Courtyard Hotel & Spa***

Camel Adventures is proud to have a highly dedicated team of seniors running the show for the month of June at the hotel as interns to manage all the activities and sessions for senior tourists. They will be tasked with meaningful assignments involving administration and PR who will report directly to a team leader who is also a senior. This is a first of its kind tourist package created solely for senior citizens, by senior citizens.

The sessions for the month of June 2022:

Twice a week, every Wednesdays and Saturdays, each session will be of 2-2.5 hours only and organized inside Arabian Courtyard Hotel & Spa in Dubai.

Wednesdays

Camel Soap Opera (100 USD)

Discover how camel milk soaps are made

Includes Welcome Camel Smoothie, RT Transport to Factory, Guided Tour and Souvenir

Cross Cultural Café & Bistro (Pick Up and Drop off), 8am-10:30am

Camel on a Cube (80 USD)

Learn how to paint a beautiful camel on canvas with a professional artist

Includes all materials and a light snack

Pharoah Café & Restaurant, 12pm-2pm

Saturdays

Mornings at the Oasis (80 USD)

Group Aqua Aerobics with a professional instructor

Includes a towel, a Bottle of Water and Thirsty Camel Smoothie

Arabian Courtyard Pool side, 8am-10am

Who's the Clever Camel? (80USD)

Afternoon Quiz and trivia

Includes Quiz Master, prizes, a grape beverage and snack

Sherlock Holmes 4pm-6pm

About 4get-me-not:

4get-me-not, the only Social Enterprise in the United Arab Emirates and the Middle East which focuses on seniors (60 years old and above) as part of its mission to address Alzheimer's Disease (AD), was launched in 2013. It's Founder - Desirée Vlekken, belongs to a community touched by AD where both her father and father-in-law drew inspiration to create a social platform for families and caregivers of Alzheimer's patients.

4get-me-not creates a positive impact to the society, particularly the senior community by creating awareness on the importance of giving proper attention to their wellbeing and quality of life as one of the means to prevent AD. Positive lifestyle approaches are considered to help seniors cope with physical and cognitive changes.

AD is a growing global health issue that affects a large majority of the senior community with one person in every three seconds reported to have it. 4get-me-not has been working with various International organizations such as the Alzheimer's Disease International (ADI) London office, Dementia Friends of Alzheimer's Society UK and World Health Organization (WHO) through its Eastern Mediterranean Office, to build a vibrant community that addresses Alzheimer's in a preventive, holistic and innovative way.

<http://www.4get-me-not.org/>

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