

Welcome to "An Apple a Day", Green Crescent Insurance Company's bi-monthly newsletter.
An apple a day keeps the doctor away and Green Crescent believes prevention and education platforms truly do just that.



MESSAGE FROM CEO

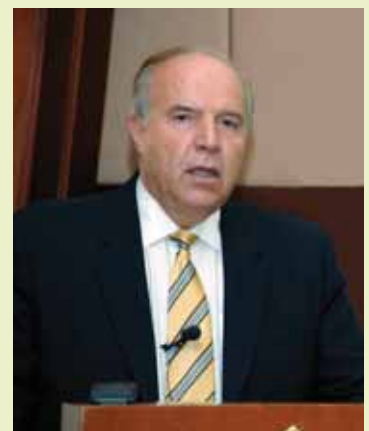
Welcome to our second issue of 'An Apple a Day.' It is my pleasure to share with you some of Green Crescent's news, top stories and highlights

We are very pleased with our first year of operations. Though a young company, we have managed to withstand the recent economic conditions and fulfill our aggressive sales objectives, resulting in approximately 50,000 new members. Furthermore, we received the 'New Entrant of this Year' accolade at the Gulf Insurance Awards.

...Not bad for our first year!

True to our motto 'Your Health First', we continue our involvement and responsibility to community outreach programs, and remain particularly focused on chronic illness awareness and prevention.

We are proud to be your partner in health and we remain committed to our goal of putting the 'health' back in to health insurance.



Carl J Sardegna

CALENDAR

December:

- Green Crescent extends the very popular KNOW DIABTES Campaign directly into Corporate Hubs and University to broaden the reach of the awareness campaign

January:

- Health Insurance Forum - Carl J. Sardegna - Panel Speaker
- Gulf Insurance Awards - Green Crescent presented the 2009 "Best New Entrant of the Year"

February:

- Family Health Festival 2010 Green Crescent Sponsors a month long health awareness campaign in collaboration with the Dubai Shopping Festival. This year focuses on OBESITY and is divided into four weekly themes during which health check-ups and activities will take place in various shopping malls.
- Green Crescent is a main sponsor of the 18th Annual Insurance Dinner

March:

- Green Crescent sponsors AMCHAM roundtable summit

April:

- Green Crescent celebrates World Health Week in Abu Dhabi
- Green Crescent sponsors Insurex 2010
- Annual General Meeting

GREEN CRESCENT INSURANCE COMPANY AWARDED "BEST NEW ENTRANT" AT THE GULF INSURANCE AWARDS

DUBAI, January 26:

Green Crescent Insurance Company was awarded "Best New Entrant" at the first annual Gulf Insurance Awards ceremony held yesterday at Jumeirah Emirates Towers. Fourteen award categories were recognized for excellence and innovation within the insurance sector during this event. The judging process utilized an external panel of industry experts in conjunction with the Gulf Insurance Review editorial team and Pageant Media editorial director.

"We would like to thank Gulf Insurance Review for this award. Receiving this award in the first year of our operations is truly an honor. It is important for the industry to have standards and award such as this establish a benchmark of best practice. It is important to mention that this award is the result of Green Crescent's dedicated team without whose commitment this recognition would not have been possible", said Carl J. Sardegna




Keeping you healthy comes with rewards

Putting your health first has certainly paid off. Indeed, winning the 'New Entrant of the Year' accolade at the Gulf Insurance Awards helps solidify our ambitions and promises. But as always, we continue to strive in bringing you the best healthcare possible. We thank our employees and customers for making it all possible. We invite you to join us in putting 'health' back into health insurance.



Green Crescent Insurance Company P.S.C.

For any inquiries or comments:
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or visit: www.green-crescent.com

FAMILY HEALTH FESTIVAL 2010



Green Crescent sponsored the second edition of Family Health Festival - a health initiative held in malls throughout Dubai in conjunction with Dubai Shopping Festival 2010. Aiming to generate health awareness among residents and visitors, the one month had a series of workshops, entertainment as well as infotainment activities for children and adults along with free health check-ups and medical coun-

seling. This year the event focused on obesity highlighting the consequences such as diabetes, hypertension & depression. Which was spread out through individually themed weeks running across select malls participating in Dubai Shopping Festival. The line of activities also focused on effective management of the condition.

Week 1 Know Obesity

tackled

- What is Obesity
- Possible causes
- How to tackle
- Effects
- Physical
- Psychological

Week 2 Obesity and Health Conditions

tackled

- Diabetes
- Hypertension
- Cardiac conditions
- Cancer
- Depression

Week 3 Lifestyle Shift

tackled

- Exercise
- Types of Exercise
- Important of Exercise
- Stress-free Existence

Week 4 Eating Right

tackled

- Nutrition counselling
- Correct eating habit
- Food demonstration

KNOW DIABETES CAMPAIGN 2009



Due to popular demand from corporate audience Green Crescent had been instrumental in extending the 'Know Diabetes' Campaign in UAE.

During the program participating universities and organizations received an insightful lecture on the management of diabetes in addition to receiving a free health check-up. The first leg of the campaign saw thousands of people receiving free blood sugar, blood pressure and BMI screenings at different organizations and social outlets. The campaign had concluded with a CME program, which brought the frontline medical practitioner up to speed with current global trends.

"The Know Diabetes campaign was well received by ENOC staff.

The UAE is in need of such outreach programs to help residents understand and take charge of this chronic condition. Diabetes is a silent killer and people should know that they can take measures to prevent this condition. Health campaigns such as these encourage improved well being among its audience and it is incredible that the roll out has been extended in order to reach out to people who did not have the opportunity to be a part of the first phase", said Khalid Hadi, ENOC Group Brand and Marketing Manager.

know diabetes
Diabetes Event - UAE

15th Oct to 14th Nov 2009

Know Diabetes visited the following companies

- American Business Council
- Golf Tournament
- Montgomerie Dubai
- Al Hathboor Group
- Dubai Properties
- Corodex
- Al Habtoor Leighton Group
- UAE Exchange
- Planet Pharmacies
- Goodrich
- University of Wollongong
- Al Shaya Trading
- Dubai Sports City
- ENOC
- CBD – Dubai Branch
- Landmark Group
- RTA
- National Food Industries
- Sports Gulf Intl
- Al Danube
- UAE Exchange Sharjah
- Skyline College
- Swiss Arabia
- Sharjah Municipality
- CBD – Sharjah Branch
- Al Wahda Mall
- UAE Exchange – AUH
- Khalidya Mall
- Cornerstone Real Estate
- Arkan
- HCT College for Men
- CBD – AUH Branch
- RW Armstrong
- MG University
- Du Corporate office
- Manipal University
- Dubai Autodrome and Motor City
- American University of Sharjah
- Abu Dhabi Economic Council
- Dubai Chamber of Commerce
- Dubai Silicon Oasis
- KBR
- FedEx
- Boeing
- Swift Freight



القمر الأخضر
green crescent
Your Health First



HEALTH TIPS

🍏 Start your day with breakfast.

Breakfast fills your "empty tank" to get you going after a long night without food. Easy to prepare breakfasts include;

- Cold cereal with fruit and low-fat milk
- Whole-wheat toast with peanut butter
- Yogurt with fruit or
- Whole-grain waffles!

🍏 Get Moving!

It's easy to fit physical activities into your daily routine. Walk, bike or jog to see friends. Climb stairs instead of taking an escalator or elevator. Try to do these things for a total of 30 minutes every day.

🍏 Snack smart.

Snacks are a great way to refuel. Choose snacks from different food groups - a glass of low-fat milk and a few graham crackers, an apple or celery sticks with peanut butter and raisins, or some dry cereal.

🍏 Work up a sweat.

Vigorous work-outs - when you're breathing hard and sweating - help your heart pump better, give you more energy and help you look and feel best. Start with a warm-up that stretches your muscles. Include 20 minutes of aerobic activity, such as running, jogging, or dancing. Follow-up with activities that help make you stronger such as push-ups or lifting weights. Then cool-down with more stretching and deep breathing.

🍏 Get fit with friends or family.

Being active is much more fun with friends or family. Encourage others to join you and plan one special physical activity event, like a bike ride or hiking, with a group each week.

🍏 Eat more grains, fruits and vegetables.

These foods give you carbohydrates for energy, plus vitamins, minerals and fiber. Besides, they taste good! Try breads such as whole-wheat, bagels and pita. Spaghetti and oatmeal are also in the grain group. Bananas, strawberries and melons are some great tasting fruits. Try vegetables raw, on a sandwich or salad.

🍏 Join in physical activities.

Whether you take a physical education class or do other physical activities at school, such as intramural sports, structured activities are a sure way to feel good, look good and stay physically fit.

🍏 Make healthy eating and physical activities fun!

Take advantage of physical activities you and your friends enjoy doing together and eat the foods you like. Be adventurous - try new sports, games and other activities as well as new foods. You'll grow stronger, play longer, and look and feel better! Set realistic goals - don't try changing too much at once.