

## STOP THE VIRUS: THE BAYAT GROUP LAUNCHES AGGRESSIVE PUBLIC HEALTH CAMPAIGN TO SUPPORT AFGHANISTAN'S FIGHT AGAINST COVID-19

Kabul, Afghanistan?April 14, 2020?Determined to take immediate and effective actions to help contain the spread of the Covid-19 virus, **The Bayat Group** ([www.bayat-group.com](http://www.bayat-group.com)), one of Afghanistan's largest private companies, and its two largest operating entities ? **Afghan Wireless** ([www.afghan-wireless.com](http://www.afghan-wireless.com)) (AWCC), the nation's first wireless communications company and the founder of Afghanistan's wireless communications market, and **Ariana Television and Radio** ([www.arianatelevision.com](http://www.arianatelevision.com)) (ATN) ? as well as its philanthropic organization, **The Bayat Foundation** ([www.bayatfoundation.org](http://www.bayatfoundation.org)), have launched **Stop The Virus** (STV), an aggressive, nationwide public health initiative, which is disinfecting Afghan cities and providing Afghans with essential information on how to protect themselves from contracting Covid-19.

The Bayat Group, AWCC, and ATN launched the **Stop The Virus** education campaign in March and, in partnership with **The Afghan Ministry of Public Health** ([www.moph.gov.af](http://www.moph.gov.af)), also initiated public disinfection activities in many districts and public health facilities in Kabul and Kandahar in early April.

The Bayat Group's leadership, and AWCC's and ATN's multi-faceted program to stop the spread of Covid-19, has been eagerly welcomed by H.E. Dawood Sultanzoy, the Mayor of Kabul City, together with many other public officials throughout Afghanistan.

In addition to the disinfection campaign, The Bayat Group and AWCC also distributed information about how to Stop The Virus to millions of Afghans, via the AWCC and ATN websites, Facebook, Twitter and SMS messages to AWCC's 5,000,000 subscribers and ATN's social media followers. This messaging ? which was also made available in informational brochures as well as via regular television and radio Public Service Announcements (PSAs) ? contained simple, easily-implemented recommendations for preventing the spread of Covid-19, including:

- Frequent hand washing, with soap and water
- Avoidance of close contact with others, by staying home as much as possible and keeping at least six feet apart from people (Social Distancing)
- Wearing masks or other face coverings when in the presence of others
- Covering coughs and sneezes
- Cleaning and disinfecting surfaces often

The Bayat Group plans to expand its **Stop The Virus** public health protection and education campaign throughout Afghanistan. Further **Stop The Virus** public disinfection and education initiatives will be implemented in Herat, Nangahar, Balkh, Kandahar and Kunduz Provinces. **Stop The Virus** is a powerful and compassionate example of The Bayat Group's commitment to protect the health of Afghans. Since 2006, **The Bayat Group and The Bayat Foundation**, Afghanistan's largest charitable Foundation, have completed 500 projects to improve the health of Afghans, including the construction of fourteen hospitals which have provided life-saving medical treatment to **3,000,000 people**. ?Covid-19 is Afghanistan's most serious health challenge in decades ? and we're determined to do everything possible to stop this virus from infecting more Afghans,? said **Dr. Ehsan Bayat, the Founder and Chairman of The Bayat Group**. ?Working in partnership with The Afghan Ministry of Public Health, we're expanding our Stop

The Virus public health and education campaign throughout Afghanistan,? Dr. Bayat said. ?The Bayat Group and The Bayat Foundation will never relent in our long-term efforts to expand Afghanistan's network of hospitals and medical clinics,? Dr. Bayat said. ?This is just another step in our journey to help give all Afghans to have access to healthcare that keeps them strong, healthy and able to build better lives.?

### **About the Bayat Foundation:**

Since 2005, the US-based Bayat Foundation, a 501 c (3) charitable organization, has promoted the well-being of the Afghan people. Founded and directed by **Ehsanollah Bayat and Fatema Bayat**, the Foundation has contributed to more than 300 projects dedicated to improving the quality of life for the youth, women, poor, and elderly of Afghanistan; including construction of 14 maternity hospitals that have now treated over 3,000,000 mothers and babies. Projects have included the construction of new facilities and sustainable infrastructure in needy regions, and the promotion of health, education, economic, and cultural programs. In addition to his charitable initiatives, **Ehsanollah Bayat** founded Afghan Wireless (AWCC) in 2002, which was the first GSM wireless and Internet Service Provider in Afghanistan, and later established Ariana Radio and Television Network (ATN), which includes Ariana Radio (FM 93.5). For more information, please email [info@bayatfoundation.org](mailto:info@bayatfoundation.org).

### **About Afghan Wireless:**

The Afghan Wireless Communication Company (AWCC) ([www.afghan-wireless.com](http://www.afghan-wireless.com)) is Afghanistan's first wireless communications company and the founder of Afghanistan's wireless communications market. Launched in 2002 by Mr. Ehsan Bayat, Chairman of The Bayat Group ([www.bayat-group.com](http://www.bayat-group.com)), AWCC provides 4G LTE, 3.75G+, 3G, 2.5G, Voice, Data, Internet and Mobile Payment Services to more than five million Business and Consumer Clients located in all of Afghanistan's thirty-four provinces. The Company has global partnerships with 425 wireless carrier networks in 125 countries.

### **About Ariana Television and Radio Network (ATN):**

Launched in 2005 by Mr. Ehsan Bayat, Founder of ATN and the Chairman of The Bayat Group ([www.bayat-group.com](http://www.bayat-group.com)), ARIANA Television (ATN) and Radio Ariana 93.5 are the largest private media channels in Afghanistan, covering 33 of 34 provinces and reaching over 20,000,000 Afghans.

ATN provides Afghans with a ?Window for a Better Tomorrow?, by exposing our radio and television audiences to the best of international arts & culture and expanding opportunities for Afghan writers, producers, actors, and directors. Focusing on information, content and entertainment that rekindles Afghanistan's traditions and culture, ATNs programming places particular emphasis on education, health, children's programming, women's and world issues, and we take great pride in broadcasting accurate, unbiased news to our audience.