

ZAIN RECOGNIZES TALENTED STARS OF ITS NATIONAL TVC

CHILDREN WELCOMED AT COMPANY'S MAIN HQ

KUWAIT: Zain, the leading telecommunications company in Kuwait, honored the stars of its latest televised commercial 'Ya Bilady', including the talented children and Kuwaiti star Nabeel Shuaib, during the special honoring ceremony held at the company's main headquarters in Shuwaikh. The event witnessed the attendance of Zain Group Vice Chairman Bader Nasser Al-Kharafi and Zain Kuwait Chief Executive Officer Eaman Al-Roudhan.

Zain welcomed the talented children (150 boys and girls) and their parents in a family-like atmosphere, and recognized their wonderful participation in its highly-acclaimed National Production. The TVC was released in line with Kuwait's National Day celebrations in February, and was dedicated to the people of Kuwait and to HH the Amir on the occasion of his 10-year ascendancy to power.

Zain Kuwait's Chief Executive Officer Eaman Al-Roudhan expressed her admiration of the youngsters' efforts: "we are proud of the tremendous efforts exerted by the talented children, who showed dedication and enthusiasm throughout the preparations period."

Roudhan continued: "Zain did not miss the opportunity to recognize the wonderful contributions by the children to create such a lovely production; especially that it is dedicated to HH the Amir on the occasion of his 10-year ascendancy to power and dedicated to the people of Kuwait."

Roudhan went on to express her gratitude to Kuwaiti star Nabeel Shuaib for his wonderful performance, as well as Yousef Al Shatti for the beautiful lyrics, and Bashar Al Shatti for composing the music. "The biggest thank you is dedicated to the children's families, who showed devotion and commitment throughout the three months of preparation and shooting," Roudhan added.

Roudhan concluded: "the overwhelming feedback our latest TVC received was not possible without the tremendous efforts

exerted by many individuals, including the talented children, their families, the Ministry of Defense, Al Shaheed Park, Souk Al Mubarakia, Kuwait's National Football team players, and Zain's team."

The National Day Production entitled 'Ya Bilady' - translates to 'My Country' - was prepared throughout a period of three months, and witnessed the participation of the talented Kuwaiti children who were selected from various public and private schools and were trained for many weeks before shooting.

The production received overwhelming feedback as soon as it was first released on January 29th, as it reached over 1.3 million views on its official YouTube channel during the first week of its official launch. The shooting of the TVC took place in various locations in Kuwait, including the newly-opened Shaheed Park and the Mubarakia Traditional Souk. These locations were specifically handpicked to reflect the TVC's nationalistic spirit and provide a patriotic scene. Additionally, throughout the clip at various moments there were snippets of HH the Amir and other recognizable Kuwaiti identities.

The lyrics for the song were written by Yousef Al-Shatti who carefully chose the rich Arabic wordings, with the music composed by singer, songwriter and actor Bashar Al Shatti and were beautifully performed on screen by Kuwaiti star Nabeel Shuaib and the children.

Zain introduced this production in two versions, the first as a regular musical video, and the second for the first time in Kuwait, Zain utilized a video using the 360 camera technology, which allowed viewers to enjoy virtual maneuvering while watching the video, as if the viewer is actually living the moment.

With the wide success of this National Day celebration production, Zain offers all customers a free ringtone of "Ya Bilady" by simply sending 55 to 99000. To view the TVC, please visit zain.to/yabilady



ZAIN CELEBRATES NATIONAL HOLIDAYS WITH SOCIAL MEDIA INFLUENCERS

KUWAIT: Zain, the leading telecommunications company in Kuwait, organized a special themed event to celebrate National holidays with social media influencers. The event witnessed wide attendance of bloggers, social media identities, and public figures who were welcomed by Zain's executive management with the presence of the company's Chief Executive Officer Eaman Al-Roudhan.

The event was held in a patriotic and family-like atmosphere, reaffirming Zain's pride in Kuwait's national identity. The company shed light on the important role social media plays in influencing people's lives nowadays. Zain also highlighted the various young influencers and bloggers who have played a big role in today's Kuwaiti social media engagement. The overall event theme and atmosphere has driven creativity and innovation within the crowd, which resulted in admirable feedback by the bloggers and social media figures who attended.

There were several highlights of the many national-themed activities and programs undertaken during the celebrations, including a traditional live performance by a Kuwaiti band and redecorating the company's building with the National flag's

colors. The celebration provided an excellent opportunity for Zain to further affirm its relationship with social media influencers, as they are considered an integral part of the local community with big responsibilities towards enriching the national identity. Zain has endorsed its leading position and successfully played a big role, as the

first telecom company to launch social media channels in Kuwait. It is worth noting that Zain is amongst the first companies in Kuwait to adopt social media tools to better communicate and engage with its customers. Zain has over 482,500 followers and subscribers on various social media channels in Kuwait.



MINISTRY KEEN ON PROVIDING SOPHISTICATED MEDICAL CARE

KUWAIT: The Health Ministry asserted on its keenness to provide health care services and safety to patients, using the latest in technology to early detect diseases. The ministry also expressed eagerness to offer the necessary medicine and training cadets, including finding specialized technical support based on international standards.

The remarks were made by Jamal Al-Harbi, Assistant Undersecretary of the Ministry for Medical Services and Support, made those statements yesterday in a speech at the opening of a conference on anemia, and the latest on Thalassemia, held under the sponsorship of the Health Ministry and Kuwait Institute for Medical Specialization.

Harbi added the two-day conference will also highlight the ministry's keenness to implement awareness programs based on scientific evidence, early diagnosed protocols and guidelines prior to marriage. Harbi noted that Minister Ali Al-Obaidi agreed to prepare a nationwide centralized data for Thalassemia and Sickle cell anemia



KUWAIT: Health Ministry's Undersecretary Jamal Al-Harbi speaks during the conference. — KUNA photos

patients in cooperation with Kuwaiti Thalassemia and Sickle cell anemia organization. Thalassemia is a blood disorder passed down through families (inherited) in which the body makes an abnormal form of hemoglobin. Hemoglobin is the protein in red blood cells that carries oxygen. The disorder results in large numbers of red blood cells being destroyed, which leads to anemia. — KUNA



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