



## 'Q8 PULSE' 88.8 FM UNVEILS PROGRAMS DURING THE HOLY MONTH OF RAMADAN

By Nawara Fattahova

The popular radio station 'Q8 Pulse' (Nabd Al Kuwait) 88.8 FM unveiled its plan of programs for the holy month of Ramadan during the media event held on Tuesday at the Crowne Plaza Hotel. Talal Al-Yaqout, CEO of the 88.8 FM said that investing in human resources is the most important factor for any business. "From my long career in media I learnt that the factor of success of any business is in the investment in HR, and you are the best example. 88.8 FM is the most expensive radio station in the world, which cost KD 1.2 million, and they put their trust in me," he pointed out.



Khalid Habib, Executive Chairman of Adline Media Network, that financed 88.8 FM noted that he is proud and impressed with the great achievements of the radio station that were achieved in very short period. A report by IPSOS on the Kuwait Radio Scene 2017 was presented during the event. This study showed different information about 88.8 FM such as the percentage of listener from both genders as 63 percent are males, while 37 are females.

The study also showed that 85 percent listen to the station in their car, 13 percent at home, and 3 percent in the office. 75 percent of the listeners use radio sets, while 21 percent listen to the 88.8 through the internet, and 9 percent through TV. It also mentioned the main businesses advertising in 88.8 including banks, airlines, cars, commercial centers and others.

Al-Yaqout mentioned some figures highlighting the great success of the radio station. "88.8 FM reached over 58 thousand followers since its launch about five months back. We ranked as the number 1 commercial radio station in Kuwait according to IPSOS statistics within less than 6 months. The success is not just how we reached this position but how to preserve it," he explained. He then presented a review of the new programs that 88.8 FM prepared for the listeners for Ramadan.

These include; Gool, Rab'a Al-Diwaniya, Capture, Yam'aetna Gher, El Dinya b Kher, Bousesli A'ala Nabd Al-Kuwait, Abnaouna Fi Ramadan, Sana Al-Kuwait, Mousalsal Al-Marhoum, El Hayat, Sawalif Moza, E'isabat Mara'oub, Degayeg A'ala Nabd Al-Kuwait, Insta Cook, Low Battery, Hazawi Ramadan, Al-Bandeera, and Kanz FM. These programs will meet the taste of all age categories with its different subjects including history telling, cooking, fairytale, social discussions, sports debates, competitions, and many more.



## BURGAN BANK GEARS UP FOR ITS TWO DAY TRI FESTIVAL

Burgan Bank is gearing up for the two-day sporting festival 'Burgan Bank TRI Festival', which will take place at Al-Corniche Club on April 21 and 22. The 'Big Weekend' encourages the participation of all communities and is part of the bank's ongoing commitment to encourage utilizing sports as an engaging avenue to healthier living, while supporting athletes' passion for running, swimming, and cycling.

With an expected outcome of 500 participants, the first of its kind festival in Kuwait is divided into 4 categories and is aimed at encour-

aging children and adults alike to train and participate in sports competitions. The festival commences on April 21, with a Sprint Aquathlon which includes a 2.5Km run, 500 meters' swim and a 2.5 Km run, for individuals.

The Junior Aquathlon will also take place on Friday, wherein children ages 6-9 will race for a 100-meter swim and a 1Km run. Additionally, a 200-meter swim race and a 2Km run competition for children ages 10 to 12 years old, followed by a Team Relay race for different groups. The festival also contains an entertaining program filled with

many activities and exciting draws. Burgan Bank is proud to engage in community-driven interactions, which further reinforces its pioneering social dedication to the wellbeing of the whole society.

It is worth mentioning that Burgan Bank's support of this nationwide initiative falls under its recently launched full-fledged community program entitled 'ENGAGE' -Together to be the change. This program sheds light on important aspects affecting every segment of the society by promoting social welfare through educational, cultural, social and health



## AL-REQQA SCHOOL CONCLUDES FIRST AHMADI ENVIRONMENT-FRIENDLY SCHOOLS COMPETITION

Under auspices of Ahmadi governor Sheikh Fawwaz Al-Khaled Al-Hamad Al-Sabah and the presence of Ahmadi educational area director, Waleed Al-Oumi, Ahmadi security director, brigadier Saffah Al-Mulla, the first Ahmadi environment-Friendly Schools Competition was recently concluded and the third Ahmadi Governorate Environmental Exhibition was held at Al-Reqqa Secondary School for Girls; the first winner in the competition.

Speaking on the occasion, Al-Sabah stressed that competitions and co-curriculum activities were ideal tools of encouraging environmental awareness. Ahmadi educational area director, Waleed Al-Oumi said that preparations had been in progress for two years to promote environmental culture and awareness amongst the area 30 schools. The ceremony was also attended by the head of the environment-friendly schools project, Tareq Al-Shehab, the project supervisor at Ahmadi governorate, Ajmal Al-Ibrahim and Al-Reqqa school director, Safa Al-Saa'eed.

