

Local

Photo of the Day



KUWAIT: Kuwait City's high-rise buildings seen from inside of the viewing sphere of Kuwait Towers. — Photo by Samar Al-Afghani (KUNA)

Zain main sponsor of LEGO Shows, Mideast largest LEGO spectacle

Company keen on developing children's creative skills

KUWAIT: Zain, the leading digital service provider in Kuwait, announced its main sponsorship of LEGO Shows, the largest LEGO spectacle in the Middle East. The family-oriented educational event, which comes to Kuwait for the very first time, will be held at the Kuwait International Fair in Mishref (Hall 4A) during 15 - 19 October.

During the press conference, Zain expressed its keenness on supporting such innovative initiatives as part of its strategy towards encouraging education and creativity. The company is keen on contributing to the development and enrichment of various creative skills within young age groups, especially children. Zain is particularly keen on supporting entities that offer the proper educational environment for the next generations as per the highest international standards.

LEGO Shows hosts 24 unique entertainment zones that feature cartoon characters and themes from the world's biggest entertainment brands. Children and their families can together enjoy many educational and entertainment activities that center around building LEGO blocks, including LEGO pools, robotics, and more. All the activities were designed to offer a rich educational experience for children to develop their creative and cognitive skills in an innovative and fun manner. The event will also feature a huge Zain Mosaïque artwork sized 8x4m and composed of 400 LEGO bricks, which children and their families can build together. In addition, a 'Zain 5G Rocket' model, built entirely of LEGO bricks, will be featured at the event.

By supporting this unique event, Zain seeks to offer the best educational environment for children in Kuwait to nurture their talents, enrich their skills, and promote innovation and creativity within them from an early age. Zain believes in the important role education plays in building



Held on
Oct 15 - 19

the future. The company's efforts in this regard includes Zain's annual plays, which deliver positive messages to children in a captivating theatrical fashion.

Zain further reaffirms its commitment to supporting any entity that offers the proper educational environment for the next generation as per the highest international standards. The company will spare no efforts in offering its support to such initiatives and programs that serve the community and contribute to the further progress of the country.



From the press conference.

Kuwait Heart Foundation concludes 'successful' campaign

KUWAIT: Kuwait Heart Foundation celebrated World Heart Day from Thursday, September 26th until Sunday, September 29th, at the Avenues Mall - Phase One. This year's campaign 'Be a Heart Hero' highlighted the importance of women's heart health and the importance of regular checkups. Kuwait Heart Foundation members and Sabah Al-Ahmad Cardiac Center's doctors were present

during the three-day campaign, as they offered constructive instructions to visitors with regards to how to lead a healthy lifestyle and avoid cardiovascular disease. The outreach activities that were included in the campaign received an unprecedented turnout of visitors. The activities included blood pressure tests, body mass index (BMI), and fun sports activities for visitors.

In this regard, Talal Al-Bahar, the President of Kuwait Heart Foundation, stated: "We are honored to provide such a qualitative awareness campaign, to combat outbreaks among the community. Witnessing the engagement of people with the campaign is very encouraging and promising. Overcoming any disease always requires awareness and knowledge, and that is what we are emphasizing through

our media campaign, that women's strength internally and externally are equally important, and that can be achieved through regular checkups to maintain a healthy strong heart." Kuwait Heart Foundation also expressed its gratitude to the doctors from Sabah Al-Ahmad Cardiac Center who contributed in spreading awareness, in addition to Mabane Company for generously hosting the event.



KUWAIT: Talal Al-Bahar, President of Kuwait Heart Foundation (center) surrounded by KHF and SACC's team.



A picture from the 'Be a Heart Hero' campaign.