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KUWAIT: Bader Al-Kharafi with Zain staff during the padel tournament.



Zain offered hospitality services to worshippers during Qiyam prayers.

Zain concludes the biggest annual Ramadan campaign

Company presented comprehensive program of social initiatives

KUWAIT: Zain, the leading digital service provider in Kuwait, announced the successful conclusion of its biggest annual campaign for the holy month of Ramadan under the theme '30 Days of Blessings'. Through this campaign, the company presented a comprehensive program of social, humanitarian, and recreational initiatives throughout the holy month.

Zain's social campaign this year successfully achieved its main goal of making a strong comeback with a comprehensive set of social contributions and initiatives all month long, after the pandemic limited the company's programs during the holy month of Ramadan for the past two years.

Zain was committed to make a great return this Ramadan, especially after the return to normal life and the gradual reopening of activities all around Kuwait. The company was eager to share the joys of the holy month with the community as it used to do before the days of the pandemic. The company's initiatives adhered to health measures to protect the health and safety of everyone involved.

Zain's campaign came in line with the company's Corporate Sustainability and Social Responsibility strategy that closely focuses on giving back to the community. The company carefully selected the activities and programs that most presented an added value to all segments. In this report, Zain showcases the initiatives and programs it presented during Ramadan this year:

Ramadan supplies

Zain kicked-off its Ramadan campaign before the beginning of the holy month by delivering 'Ramadan Machla' (food supplies) in collaboration with four of its non-profit strategic partners: the Kuwait Food Bank, the Kuwait Red Crescent Society (KRCS), the Ministry of Social Affairs and Labor's Social Care Centers, and the Patients Support Fund Society.

Zain's Machla was offered via vouchers to give each family the opportunity to choose specific supplies as per their different personal needs. The initiative aimed at catering to underprivileged families' needs before the arrival of the holy month.

Iftar meals

This year, Zain's Iftar initiative came back for its 15th year after a halt of two years due to the pandemic. To commit to health measures and social distancing, Zain offered the Iftar meals this year in partnership with the Kuwait Food Bank via special trucks that delivered the meals daily across the country, offering over 30,000 meals throughout the holy month. The trucks visit the most populated areas to secure the daily Iftar meal of workers, underprivileged individuals and families, and others who are in most need during Ramadan.

Celebrating Girgian

Zain shared the joys of Girgian with special needs children by sponsoring the event hosted by Al-Kharafi Activity Kids Center for Children with Special Needs and taking part in the event held by the Kuwait Ambition Sports Club for Mental Disabilities, celebrating the special occasion with them and their families in an atmosphere filled with happiness and joy. During both events, Zain's team delighted the children and their families by distributing Girgian and gifts while also organizing many other fun activities.

Zain also shared the joys of Girgian with the public by giving away Zain's Girgian to crowds at Muroj and Shaheed Park. Zain utilized an innovative way to distribute Girgian to children by installing a unique smart device that delivered sweets once a child sang to it, simulating the beautiful traditions of the Kuwaiti community in a modern tech-themed way.

Sponsoring entertainment programs

Every Ramadan, Zain is keen on diversifying the content of its campaign to include cultural and recreational programs. This year, Zain sponsored Al



Eaman Al-Roudhan with Zain's team during Iftar meals initiative.



Waleed Al-Khashti with Civil Aviation and MOI staff.

"Ayal-Kebret" on atv, a unique TV program hosted by two young girls, Muneera and Hessa Al-Kulaib, who are one of the most famous young media personalities in the GCC. The girls interviewed over 30 guests from across fields, including art, music, sports, science, business, and more.

Zain also sponsored "Fourth Ring Road", an all-new podcast from Marina Media Group that continued throughout the holy month of Ramadan every day after midnight. The show discussed topics related to Kuwaiti youth in a comedic manner and was broadcast LIVE on all Marina platforms and channels.



Zain hosted a special Ghabga for Kuwaiti media and press.

Padel tournament and Shaheed Challenge

During the holy month of every year, Zain is keen on supporting health and sports programs to encourage adopting a healthy lifestyle and exercising during the holy month. This year, Zain held the first Ramadan Padel Tournament for staff. The competition witnessed great positive participation from Zain employees, continuing for two consecutive days throughout the weekend at DOMS courts in Adaliya. 24 two-player teams competed for the title, which was won by ZAIN team, while KOBE team won second place. Zain awarded the winning teams during the awarding ceremony.

Zain also partnered with suffix, a sports management and consultancy leader, to power Al Shaheed Park Ramadan Challenge, which featured

walkathons and marathons at Al Shaheed Park throughout the holy month. Advanced tech tools were used to monitor the participants throughout the challenge, where results were recorded and uploaded to the leaderboards automatically. Zain also offered valuable prizes to the winners.

Ghabga for media and press

Zain hosted a special Ramadan Ghabga gathering for Kuwaiti media and press representatives as part of its social campaign during the holy month of Ramadan. The gathering came in recognition of the media's great role and efforts in serving the nation's

information and culture sectors.

The event celebrated the huge role played by press, TV, and radio institutions in the further progress of the nation. Zain strongly believes in the crucial role and powerful effects of the media in raising public awareness, especially during the COVID pandemic the past two years.

The Ghabga gathering was attended by a large number of local and regional media representatives, including editors-in-chiefs, press, television stations, radio channels, electronic news platforms, media personalities, video crews, as well as representatives from the Ministry of Information and Culture. The event featured many entertainment and recreational programs amidst a beautiful Ramadan atmosphere.

Social visits

Zain hosted a Ramadan Iftar banquet for Kuwait International Airport personnel in recognition of the great efforts they exerted during the holy month. Zain's team visited the headquarters of the Directorate General of Civil Aviation (DGCA) at Kuwait International Airport, sharing the blessings of the holy month of Ramadan with the staff of Civil Aviation and Ministry of Interior who operate at the airport and keep the nation and community safe. Zain hosted the Iftar banquet as a gesture of gratitude and appreciation to those who dedicate their time and effort to Kuwait's safety.

Zain also shared the blessings of Qiyam prayers with worshippers during the last 10 days of Ramadan. As it does every year during the last 10 days of Ramadan, specifically during Qiyam prayers, Zain shared the spiritual atmosphere of this period of time with worshippers by offering hospitality services in front of two of the country's biggest mosques: Jaber Al Ali Mosque at South Surra and Mohammed Al-Sadah Mosque at Abdullah Al-Salem Area.

Zain Forever

After a stoppage of two years due to COVID, Zain celebrated the 10th year of producing Eid Al-Fitr theatrical productions with the debut of "Zain Forever". The play drew joy and happiness on the faces of children and their families throughout Eid holiday at Arena Kuwait, 360 Mall.

The show centered around the story of a little girl and her friends adventuring through challenges and surprises via many art scenes, including snowy fields, green forests, and deep oceans. The play featured beautiful musical pieces and child-focused lyrics.

Zain Forever was produced by Zain, and was written by Heba Hamadah, composed by Haneen Hussain, distributed by Ammar Al-Bonni, and directed by Sameer Abood. The show starred Fatima Al-Saffi, Hamad Ashkanani, Nasser Abbas, Layliah Abdullah, Abdulsalam Mohammed, Hala Al Turk, Deema Ahmad, Haneen Hussain, Talal Basim, and Jood Abdulaziz.



Zain distributed Iftar meals across Kuwait.



Zain sponsored Al-Kharafi Center Girgian for special needs children.



Shaheed Park Challenge, powered by Zain.



Zain Forever celebrated 10 years of the company's theatrical productions.