

## E-Vision launches book donation initiative to mark Year of Zayed

ABU DHABI, 27th June, 2018 (WAM) -- E-Vision, a fully owned subsidiary of Etisalat, has launched a book donation campaign to commemorate the Year of Zayed, marking the centenary of the Founding Father.

Numerous copies of "Sheikh Zayed: Life and Times" were distributed to 10 schools across the UAE since April. The book comes in English and Arabic and features a collection of photographs by royal photographer, Noor Ali Rashid, that celebrates the vision of Founding Father, Sheikh Zayed bin Sultan Al Nahyan.

"We are pleased to announce our 'Year of Zayed' initiative that specifically targets the next generation to share the legacy and achievements of Sheikh Zayed in his centenary year. The book highlights the vision of Sheikh Zayed that has enabled the UAE to surpass other countries in terms of development and position it as a regional leader across industries. Sheikh Zayed was a key pillar for this great success making us proud to launch this special book donation drive," said Humaid Sahoo, CEO, E-Vision.

A team from e-Junior, the exclusive UAE kids channel from E-Vision, distributed English and Arabic copies of the book to Raha International School in Abu Dhabi; International School of Arts and Science, Dubai National School, The Kindergarten Starters School and Maharat Learning Centre in Dubai; Victoria International School in Sharjah; Royal Academy in Ajman; Al Arabiya Private School in RAK; International School of Chouefat in Umm Al Qaiwain; and Al Diyar School in Fujairah.

The schools warmly welcomed e-Junior's initiative, which highlights the importance of books featuring rare historical photographs of events in the Federation's past as well as stunning portraits of Sheikh Zayed.

Iain Colledge, Principal of Raha International School Abu Dhabi, said, "Raha is very proud to support the E-Vision Year of Zayed campaign. We are very grateful for their special donation of Sheikh Zayed books of commemoration."

Dr. Hibah Shata, CEO and Managing Director of Maharat Learning Centre, Child Early Intervention Medical Centre, Child Learning and Enrichment Medical Centre, said, "Etisalat's Year of Zayed initiative in collaboration with many organisations, including distributing copies of a book commemorating Sheikh Zayed's life and legacy, indeed brings a smile to the faces of children of determination. It is an important gesture to inspire, connect and engage with the community and enhance awareness towards the importance of the inclusion and advocacy for children of determination in receiving equal rights as their peers."

E-Vision will resume distribution of the coffee table book "Sheikh Zayed: Life and Times" to more schools across the UAE in September when pupils return to school for the new academic year.