

## **Excitement and emotions intensify as the day for Al Noor - Samsung Hope for Children Family Fun Fair 2015 nears**

*A memorable event worth being a part of takes place on 6<sup>th</sup> March, 2015*

**Dubai, United Arab Emirates – (26 January, 2015)** – Al Noor – Samsung Hope for Children Family Fun Fair 2015 is set to take place on 6<sup>th</sup> March at the Al Noor Centre premises in Al Barsha, Dubai. Over the years, the event has been a huge success with a footfall of more than 5,000 people. Fun Fair 2015 runs from 10 in the morning until 10 in the evening, delighting fairgoers with numerous amazing attractions.

Ms. Isphana Al Khatib, Director of the Centre said, “All our supporters are looking forward to this day. It has become one of the most popular events on the Al Noor Calendar. Our long term sponsor which is Samsung is joining us once again this year, along with Emirates Leisure Retail and we are all looking forward to welcoming families to enjoy the fun and help the cause.”

The Fun Fair is organized to raise funds through enthusiastic participation of the sponsors, volunteers and the community. The proceeds from the Fun Fair are partly used to cover the running costs of the institute that enable the Centre to impart quality training to the students at a subsidized fee.

Samsung continues to be a source of encouragement and a strong pillar of support for the fifth year in a row as a title sponsor. “Through the Samsung Hope for Children program, we have the opportunity to continue our commitment in making an effective difference to the community,” said Mr. Marco Vocale, Head of Corporate Marketing, Samsung Gulf Electronics. “The proceeds which will be raised through the Al Noor-Samsung Hope for Children Family Fun Fair, will contribute to the work that Al Noor does every day to help these students reach their full potential.”

Apart from the Samsung raffle draw, fair rides, games, live food stations, magic show, dance shows, painting and dance competitions, one of the immensely popular attraction is the Al Noor – Bank of Sharjah CSR Football Tournament. Twelve corporate teams participate and football fans can enjoy the teams sweating it out for a cause. Visitors also have the opportunity to enjoy Emirates Leisure Retail’s globally-inspired cuisine from popular family restaurant, giraffe, whilst also keeping the family fully refreshed with Costa Coffee’s hand-crafted beverages.

# AL NOOR النور

## TRAINING CENTRE FOR CHILDREN WITH SPECIAL NEEDS

### لتدريب وتأهيل الأطفال ذوي الاحتياجات الخاصة

Al Noor - Samsung Hope for Children Family Fun Fair 2015 invites volunteers, sponsors and the residents of UAE to be part of an unforgettable and fun-filled day that the whole family can enjoy. There is something for all age groups to enjoy.

##ENDS##

#### About Al Noor Training Centre for Children with Special Needs:

*Al Noor Training Centre for Children with Special Needs is a non-profit organization which falls under the Ministry of Social Affairs. Established in 1981, Al Noor has been providing high quality of professional training to the special needs community in Dubai for over 30 years. Starting with only 8 children the Centre has since expanded to facilitate and enrich the lives of up to 300 children and young people from different nationalities who have various physical and cognitive challenges such as Down syndrome, Cerebral Palsy and Autism. The new all-purpose facility from which Al Noor now operates opened its doors in April 2007 and was generously donated by His Highness Shaikh Mohammad Bin Rashid Al Maktoum, Vice President and Prime Minister of the U.A.E. and Ruler of Dubai and was made possible through the benefaction of HRH Princess Haya Bint Al Hussein. Al Noor follows a holistic programme addressing all domains of development through a trans disciplinary assessment and intervention approach, all delivered at an ISO certified standard. In addition to teaching, the level of development is enhanced with Physical Therapy, Occupational Therapy, Speech and Language Therapy, Psychological services, Sports and Music. Al Noor also prides itself on an exceptionally effective work placement unit that trains its students with a capability for open employment, integrating them into mainstream society post education.*

*A particular star of the Al Noor's fundraising achievements is the Center's very own Branded Retail Outlet - Smiles 'n' Stuff which helps to raise awareness and funds for the training centre. It is the only one of its kind in the GCC where all the products are handcrafted by children and young people with special needs enrolled at Al Noor. The goal of Al Noor's vocational training unit is to make children skilled and productive members of the community and training is offered in Wood design technology, printing technology, fashion technology and Bakery units.*

#### About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems and semiconductors. We are also leading in the Internet of Things space through, among others, our Digital Health and Smart Home initiatives. We employ 307,000 people across 84 countries. To discover more, please visit our official website at [www.samsung.com](http://www.samsung.com) and our official blog at [global.samsungtomorrow.com](http://global.samsungtomorrow.com)