

Al Noor-Samsung Hope for Children, Family Fun Fair ends successfully with delighted fairgoers and enthusiastic sponsors

Dubai, United Arab Emirates – (17 March, 2015) – Families and children including sponsors of the Al Noor – Samsung Hope for Children, Family Fun Fair enjoyed a fun-filled day as they concluded the event with much enthusiasm and happiness.

Approximately AED 800,000.00 was raised at the Al Noor Fun Fair 2015 where more than 5,000 fairgoers were delighted by the active participation of enthusiastic sponsors on March 6, 2015 at the Al Noor Centre premises in Al Barsha 1, Dubai.

The event which started from 10am to 10pm offered numerous amazing attractions such as fair rides, games, live food stations, magic show, painting and dance competitions and a sale of branded items. Visitors also took part in the raffle draw sponsored by Samsung , purchasing more than 20,000 tickets for the benefit of Al Noor and the chance to win Samsung's cutting-edge products and devices, including the Galaxy Tab S, the Galaxy Note 4, the Galaxy S5, the Galaxy K Zoom and Samsung's 40-inch Smart TVs

“Our partnership with Al Noor has awarded us the incredible opportunity to make a difference in the lives of students with special needs. This Fun Fair is just one way that we give back to our partner in the Samsung Hope for Children program, by hosting activities that inspire the community and encourage them to make contributions to the Centre and its students that will last.”, said **Mr. Ismail Yoon**, President of Samsung Gulf Electronics.

New to this year was the exclusive sponsorship of the Fun Fair Food court by Costa Coffee and Giraffe.

“Al Noor is an organization very close to our hearts and we are delighted to have been part of an initiative that is so strongly rooted in the community. At Costa Coffee and Giraffe restaurant we believe in celebrating families, and we were honoured to celebrate with Al Noor at their annual event,” said **Kevan Hodges**, Emirates Leisure Retail - General Manager, Restaurants.

Ms. Isphana Al Khatib, Director of the Centre said, “We are pleased to announce that we had another successful fun fair this year because of the continuous support of our sponsors who are very loyal and excited to support the cause of our students. The fun fair is a much-awaited event for both families and students of the Centre because it offers a relaxing and enjoyable environment. The funds raised will cover the massive 40% subsidy in fees that is provided to each and every child at the Centre.”

Organized to raise funds through participation of the sponsors, volunteers and the community, proceeds from the Fun Fair will be partly used by the Centre to enable them to impart quality

training to the students at a subsidized fee. For the fifth year, Samsung Gulf Electronics was the title sponsor of the Fun Fair with Byrne as support sponsor.

Visitors also enjoyed a wide selection of globally inspired cuisine from popular family restaurant, Giraffe, while Costa Coffee's handcrafted beverages and Pepsi kept the family fully refreshed.

An added attraction of the event is the Al Noor – Bank of Sharjah CSR Football Tournament where teams participated and football fans enjoyed cheering for the teams who sweat it out for a cause. The tournament was supported by L'Oreal Middle East.

-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 semiconductor and LED solutions. We are also leading in the Internet of Things space through, among others, our Smart Home and Digital Health initiatives. We employ 307,000 people across 84 countries with annual sales of US \$196 billion. To discover more, please visit our official website at www.samsung.com and our official blog at global.samsungtomorrow.com

-Ends-

For further information, please contact:

Sakshi Advertising & PR, Tel: +971 4 4228532; Fax: +971 4 4228533

Doaa Afifi | Mobile: +971504829270 | Email: doaa.a@sakshiadvertising.com

AL NOOR  النور
TRAINING CENTRE FOR CHILDREN WITH SPECIAL NEEDS
لتدريب وتأهيل الأطفال ذوي الاحتياجات الخاصة

SAKSHI ADVERTISING & PR

Dubai Media City Office

✉: P.O. Box 22954, M 1112, 11th Floor

☎: 04 4228532

☎: 04 4228533

Grosvenor Business Tower, Sheikh Zayed Road, TECOM, Dubai, U.A.E.

Sharjah Office & Production Unit

✉: P.O. Box 26027, Sharjah, U.A.E.

☎: 06 5321121

☎: 06 5321032

@ : info@sakshiadvertising.com

W : www.sakshiadvertising.com