



QATAR FOUNDATION PROMOTES NATIONAL READING CAMPAIGN IN LOCAL SCHOOLS

120 Visits Planned during First Phase of Reading Awareness Drive

Doha, Qatar, 23 April 2016: Students from schools across Qatar are being treated to a series of engaging activities as Qatar Foundation (QF) kickstarts the first phase of its community-focused National Reading Campaign (NRC).

Mr Fahad Saad Al Qahtani, President of Community Development, Qatar Foundation, said: “The purpose of these school visits is to spread the joy of reading amongst young people, demonstrating how it can be both educational and fun. We are delighted with the overwhelmingly positive response we have received from teachers, parents and children alike.”

“Reading has an impact on every part of our lives. It is the foundation for future learning. By focusing on children first, we are hoping to help inspire the next generation to reach their full potential and empower the future leaders of tomorrow.”

As part of the year-round initiative QF, in coordination with the Ministry of Education and Higher Education, plans to involve 120 schools in Qatar in the campaign over the next few months. The visits aim to demonstrate how reading can be fun through a series of interactive activities, such as storytelling sessions and educational games. This will help establish a book-loving culture in Qatar.

As part of the initial phase, a QF team recently visited the Malik Bin Anas Model Independent School for Boys, where students took part in a host of exciting activities. Mrs Huwaida Al-Manai, Head of Learning Resources Centre at the school, said: “I am extremely happy with the efforts by Qatar Foundation to promote a love of literature among youth through the National Reading Campaign. The partnership between QF and local educational institutions to cultivate a culture of reading among the community is an important step towards developing human capital in the country.”

Mrs Aisha Al-Kuwari, Principal of Al Obaib Independent Primary School for Girls, said: “Reading is the oldest learning tool through which children can acquire knowledge. The National Reading Campaign is extremely important because it helps to motivate students to read from an early age, while offering support to teachers in adopting the best means to encourage our students to develop a love of reading.”

In order to make reading more accessible, and as part of the first phase of the stimulating campaign, QF will install specially-created Vending Machines in a number of schools across the country to allow children to exchange books. Meanwhile, a Reading Truck will serve as a mobile library, and campaign volunteers will host immersive storytelling sessions and nationwide competitions.



The second phase of the programme will be rolled out in collaboration with local stakeholders and partners. It will comprise activities and events that target the wider public and involve the whole family including pop-up stores and public engagement activities.

Image Captions:

Image 1: Children take part in an interactive storytelling session, part of Qatar Foundation’s National Reading Campaign.

Image 2: A National Reading Campaign school visit.

Image 3: Children participating in Qatar Foundation’s National Reading Campaign.

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Qatar Foundation – Unlocking Human Potential

Qatar Foundation for Education, Science, and Community Development (QF) is a private, non-profit organisation that is supporting Qatar on its journey from carbon economy to knowledge economy by unlocking human potential, for the benefit of not only Qatar, but the world. QF was co-founded in 1995 by His Highness Sheikh Hamad bin Khalifa Al Thani, the Father Amir, and Her Highness Sheikha Moza bint Nasser, Qatar Foundation’s Chairperson. QF’s work encompasses education, research and community development. World-class universities are brought to Qatar to help create an education sector in which young people can develop the attitudes and skills required for a knowledge economy. At the same time, QF builds Qatar's innovation and technology capacity by developing and commercialising solutions through key sciences. The Foundation also works to foster a progressive society while enhancing cultural life, protecting Qatar’s heritage and addressing immediate social needs in the community.

For a complete list of QF’s initiatives and projects, visit <http://www.qf.org.qa>



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