

Kitab Bus To Tour Western Region

Press Release

19 December 2009

Mobile Library reaches out to remote communities

The immensely popular KITAB Bus: National Mobile Library reaches the Western Region of Abu Dhabi next week in the first of a series of planned visits to the region. With visits planned for schools in Liwa and Madinat Zayed, the Bus aims to cover as many miles as possible in order to ensure as many people as possible can get on board to benefit from reading their favourite books and the experience.

Launched in October at the Al Ain Reads Book Show, the KITAB Bus: National Mobile Library takes books right to peoples' doorsteps, aiming to give as many people as possible the chance to access books and reading. The Bus toured Al Ain in October and in November visited the city of Abu Dhabi stopping at schools and public places. The KITAB Bus: National Mobile Library is a project realised through the support of the Abu Dhabi Authority for Culture and Heritage and the Zayed Giving Initiative. It works with the partnership of the Abu Dhabi Chamber of Commerce and Industry, Emirates Transport, the Goethe-Institut Gulf Region and the German and Swiss Embassies in UAE

His Excellency Jumaa Al Qubaisi, Director of the National Library and the Abu Dhabi International Book Fair, said: "Extending educational opportunities to all communities right across the Emirate of Abu Dhabi is the only way to build a true knowledge-based economy. It is through joint venture projects such as the KITAB Bus: National Mobile Library that we hope to inspire people to develop a thirst for knowledge and greater learning."

Monika Krauss, General Manager of KITAB, said: "Taking the KITAB Bus tour to the Western Region gets right to the heart of what KITAB is about, and that means creating opportunities for people in all of our communities to access books and reading. We hope that this tour will spread the book buzz right across the Western Region and capture everyone's imaginations."

"We have been overwhelmed by the positive feedback from visitors to the Bus and inundated with requests from teachers and librarians right across the Emirate who would like the Bus to make a stop near them. Over the next year, the Bus will expand its tour with the aim of fulfilling as many community requests as possible," added Ms Krauss.

The Western Region tour of the KITAB Bus: National Mobile Library will take in schools in Liwa on the 20 - 21 December before moving on the Madinat Zayed from 22 - 24 December. In 2010, the Bus aims to tour other communities in the Western Region and will participate in the Abu Dhabi International Book Fair 2010 from 2 - 7 March.

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About KITAB

KITAB was established in 2007 as a joint venture between the Abu Dhabi Authority for Culture and Heritage and the Frankfurt Book Fair, one of the most successful publishing industry fairs worldwide. KITAB was established in order to raise the bar in the publishing industry in the MENA region and ensure improved professional standards while working towards establishing Abu Dhabi as the publishing hub of the region, through initiatives such as promotional reading campaigns, improving distribution and tackling issues such as piracy and copyrighting.

About Zayed Giving Initiative

The Zayed Giving Initiative is based on a model of humanitarian volunteer work in the spirit of the late Sheikh Zayed bin Sultan Al Nahyan, founder of the United Arab Emirates. Its aim is to promote a culture of volunteerism throughout society and to harness the potential of institutions and individuals for effective participation in community development in the areas of health, education, environment and culture.

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Article originally published by [Press Release](#) 19-Dec-09