

Beat: Entertainment

## The UAE is a leading example of generosity and giving Maryam El Mheiri says

CEO of TwoFour54

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**USPA NEWS** - Maryam Al Mheiri, CEO of twofour54, commented on announcing 2017 the Year of Giving. "Declaring 2017 as the Year of Giving by the President, H H Sheikh Khalifa Bin Zayed Al Nahyan, is a generous gesture that conveys profound noble messages that everyone can adopt regardless of age or social role.

Maryam Al Mheiri, Acting CEO of twofour54, commented on announcing 2017 the Year of Giving

"Declaring 2017 as the Year of Giving by the President, His Highness Sheikh Khalifa Bin Zayed Al Nahyan, is a generous gesture that conveys profound noble messages that everyone can adopt regardless of age or social role.

The UAE has long been a leading example of generosity and giving. Announcing 2017 as the Year of Giving is testament to the continuation of the country's humanitarian approach which reinforces the spirit of volunteering and innovation as a lifestyle and daily practice to achieve happiness. Happiness generates creative ideas that will add great value to the achievements of our country that has been founded on the principles of humanity, generosity and the values of collaboration and tolerance. Twofour54 has created the United4UAE initiative last year which aims to give back to the community through volunteering with community organisations. Our initiative will continue to add value in the coming year through the inclusion of our young media talents and diversify the of events and activities with the support of our employees and partner companies within the media zone to reinforce the themes on which the 2017 Year of Giving was built. In addition, we believe that it is our duty as a media zone to highlight this initiative through sharing media content that encourages charitable contributions and the role it plays in elevating society and connecting members of the community."

ABOUT TWO FOUR54 MEDIA AND ENTERTAINMENT-----

twofour54, home to Abu Dhabi's media and entertainment industry, aims to cultivate Abu Dhabi's media free zone and provide products and services to attract local, regional and international media businesses to the Emirate. Tasked with enabling a new generation of creative leaders and building Abu Dhabi as the Middle East's leading hub for content creation, twofour54 provides world-class production facilities, talent development initiatives and training, and business support services for media companies. Named after the geographical coordinates of Abu Dhabi, twofour54 is now home to more than 400 media companies "" including Sky News Arabia, Image Nation, Ubisoft, CNN, Fox, Flash Entertainment, M&C Saatchi, and Flat6Labs "" as well as a bi-lingual freelancer pool and a community of aspiring media talents. twofour54 is operated under the ownership of Media Zone Authority""Abu Dhabi, a government entity. For more information, visit [www.twofour54.com](http://www.twofour54.com). Source : TwoFour54

### Article online:

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