

SUN, 23 APR 2017

Kids have field day on publishing house's b'day

Kids have field day on publishing house's b'day

SHARJAH — To mark its 10 years of success in the publishing industry, Kalimat Publishing House chose World Book Day 2017, to organise a series of celebratory events under the slogan, 'Growing together' at the Sharjah Children's Reading Festival (SCRF 2017). Kalimat organised a series of activities showcasing its experiences in the children's book market and interactive workshops that explored new storytelling and performing methods. Among other activities were reading sessions, performances, face-painting, and educational and recreational workshops.

The favourite characters of Kalimat Publishing's most acclaimed stories came alive at the event, who children were absolutely thrilled to meet, mingle, enact several scenes from books, and be photographed with. The youngest Emirati media personality, 12-year-old and Mayed Al Murr, was seen conducting a fun educational competition, which had the young contestants beaming with excitement. The celebrations included readers who have grown up reading Kalimat's titles as well as authors, some of who debuted with Kalimat in 2007.

"Since its birth, Kalimat has built relationships based on trust and appreciation with its young readers, parents, authors and illustrators alike. Our ten-year journey has been successful only because



Kalimat Publishing House organised a series of activities and interactive workshops that explored new storytelling and performing methods as it marked its 10th anniversary.

Every child who reads our books, every author who pens our engaging stories and every illustrator who brings their artistry to our publications is an integral part of the Kalimat story."

Sheikha Bodour bint Sultan Al Qasimi,
Founder and CEO of Kalimat Group

of the constant love and support we have received, and progressed as one big happy family, passionate about reading, learning and discovering more. This is why 'growing together' is a fitting reflection of how we feel today, upon reaching this significant mile-

stone," said Sheikha Bodour bint Sultan Al Qasimi, founder and CEO of Kalimat Group.

Affirming the efforts of everyone who has been responsible for Kalimat Publishing's remarkable success, Sheikha Bodour said: "I would like to pay tribute to our en-

thusiastic readers, our talented authors and our creative illustrators who have all played their vital roles to become part of the Kalimat dream. Every child who reads our books, every author who pens our engaging stories and every illustrator who brings their artistry to our publications is an integral part of the Kalimat story."

Kalimat's stand at SCRF 2017 welcomed 13-year-old storyteller, Husein Bashayra, who shared his experience with Kalimat's publications at his reading session, describing how Kalimat's Arabic and

translated titles influenced his formative years, and harnessed his storytelling abilities since he was only three-years-old.

The grand tenth anniversary celebrations concluded with Kalimat giving away souvenirs, incentives and prizes to their young visitors to foster a love of reading. With a portfolio of award-winning Arab and international authors and illustrators, Kalimat Group has published more than 200 books and translated many others into different languages.

reporters@khaleejtimes.com

Kalimat successes over the years

> **Winner:** Sheikh Zayed Book Award 2017 in the category 'Publishing and Technology'.

> **Nominations:** Twice in the category of 'Best Asian Publisher Award' at the Bologna Children's Book Fair in 2013 and 2014, Kalimat Group became a recipient of the same in 2016.

> **Shortlisted:** London Book Fair's International Excellence Awards 2014