



AREWA24

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AREWA24 Celebrates 100th Episode of Signature Daily Breakfast Show, "Gari Ya Waye" ("Daybreak")

January 13, 2015– AREWA24, the first 24/7 free-to-air Hausa-language satellite television channel produced by and for northern Nigerians, is proud to celebrate the 100th episode of Gari Ya Waye ("Daybreak"), the network's premier daily Breakfast Show. Hosted by dynamic duo Dinah Mu'azu and Nasiru Sani, Gari Ya Waye has evolved since its September 2014 launch from a one-hour program on the Nilesat Satellite platform (Nilesat 102, 12226 MHz) to a two-hour show that has attracted a strong following among the channel's satellite viewers and from the worldwide Hausa Diaspora via AREWA24's digital platform (<http://AREWA24.com>).

From culture, sports, music and current events to art, entertainment, health, employment, and entrepreneurship, Gari Ya Waye weaves together thirteen original segments into a daily program to provide audiences with the best of northern Nigerian life. The achievement of 100 episodes demonstrates AREWA24's commitment authentic Hausa-language television that enriches the lives of northern Nigerian viewers and showcases the beauty, promise and potential of northern Nigeria across West and Northern Africa and the Middle East.

Gari Ya Waye's Head Producer Salisu Mu'azu says "Producing more than 100 episodes of the Breakfast Show was no easy task, and we have overcome many challenges. But thanks to the level of commitment, passion and enthusiasm shown by the production team, today the Breakfast Show has taken the lead in our in-house programming, as well as extending from one hour to our current two hour program. As we progress beyond this 100th episode we will continue to raise the bar with quality standards by featuring original and locally-sourced programming with subject matter, talent and themes that speak to our lives, culture and aspirations here in the North."

AREWA24 original and premier programming categories include:

- By youth for youth music, chat, and magazine shows, which develop life skills, give youth a voice, promote young Nigerians' pride in their culture and celebrate our youth and their contributions;
- Entertainment and lifestyle programs such as, children's TV, women's lifestyles, business, employment, cooking, music, sports, art and culture;
- Hausa dramas, films and other productions, including original AREWA24 soaps;
- Culturally-relevant and appropriate programming from around the world, including movies, dramas, comedies and documentaries that AREWA24 is dubbing or subtitling into Hausa.

About AREWA24: AREWA24 (arewa24.com) is northern Nigeria's first and only 24/7 free-to-air Hausa-language entertainment and lifestyle television channel produced locally and fully dedicated to northern Nigerian life, culture, values, youth, business, arts and family entertainment. AREWA24 launched on the Nilesat 102 satellite platform (12226 MHz frequency) on June 28, 2014, with broadcast partners Jordan Media City in Amman and Du Telecom services in Dubai.

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