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AREWA24 Expands its Debut Programming Lineup with Signature Daily Breakfast Show, "Gari Ya Waye" ("Daybreak")

September 25th, 2014 –AREWA24, the first 24/7 free-to-air Hausa-language satellite television channel produced by and for northern Nigerians, announces the launch of Gari Y Waye (Daybreak), AREWA24's premier daily Breakfast Show. This launch represents the continued expansion of AREWA24's original programming lineup. AREWA24 launched on the Nilesat Satellite platform (Nilesat 102, 12226 MHz) on June 28, 2014, creating an authentic Hausa-language television channel 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. The channel is also available to the worldwide Hausa diaspora through digital media.

Gari Ya Waye brings viewers inside all aspects of northern Nigerian life, from culture, sports, music and current events to art, entertainment, health, employment, and entrepreneurship. The Breakfast Show's 13 hosted entertainment segments are woven together into an hour-long daily program providing our audiences with the best of northern Nigerian life. Gari Ya Waye introduces AREWA24 viewers to its new and talented hosts, Dinah Mu'azu and Nasiru Sani.

Salisu Mu'azu, Gari Ya Waye's Head Producer, says, "Our new Hausa-language channel has two primary missions with its early programming lineup. First, we plan to produce more original and entertaining Hausa-language television programming across all genres than anyone in the region. Second, we aim to consistently 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 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.

For additional information please contact: info@arewa24.com.