

FOR IMMEDIATE RELEASE

## AREWA24 Anchors its Original Programming Lineup with the Launch of its New Prime Time Soap Opera, “Dadin Kowa”

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**December 16, 2014** –AREWA24, the first 24/7 free-to-air Hausa-language satellite television channel produced by and for northern Nigerians, announces the launch of its signature original drama series "Dadin Kowa ("Equal Opportunity for All"). The series represents AREWA24's continued dedication to original, high-quality, Hausa-language programming. 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.

AREWA24’s first original soap opera tells the story of Dadin Kowa, a fictional town in which the main characters and their stories serve as a mirror for life and society in northern Nigeria. Interweaving storylines will allow viewers to see themselves, their hopes and challenges represented for the first time on screen, encouraging audiences to develop strategies to solve their own problems and make better decisions regarding their careers, families, finances, and conflicts.

Salisu Balarabe, Dadin Kowa's Head Producer, says, "The launch of Dadin Kowa is the culmination of 10 months of planning, script and character development, production, and post-production by our dedicated AREWA24 team. Through programs like Dadin Kowa, we aim to produce original programs that consistently raise the bar for quality standards and reflect the priorities and realities of northern Nigerians. We are thrilled to see Dadin Kowa on air, and hope our audiences are, too!"

AREWA24 original and premier programming categories include:

- Youth, music, chat, and magazine shows, which helps develop life skills, gives youth a voice, promotes pride in culture among young Nigerians and celebrates youth, their culture and their contributions;
- Entertainment and lifestyle programs such as, children’s shows, women’s lifestyles, business, entrepreneurship, 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](http://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.

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