



AREWA24 PRESENTS A PACKED 2017 RAMADAN LINEUP

18 April, 2017 - AREWA24 has announced its new Ramadan programming lineup for 2017. AREWA24 is the first “home-grown” 24/7 Hausa-language satellite television channel produced by and for Northern Nigerians and for Hausa speakers throughout Nigeria and the surrounding countries.

This year, Ramadan starts on or around 26 May and runs through to 25 June. In addition to integrating Ramadan themes into AREWA24’s most popular programs, the channel will feature a compelling slate of original Ramadan shows. These original productions include “**Lessons from the Life of the Prophet**,” a thought-provoking series that can be applied to everyday life and; “**Akushi Da Rufi**,” a cooking show that highlights Northern Nigerian culinary traditions. AREWA24 will also feature popular international Ramadan programming throughout its daily lineup.

Says Rakiya Usman, AREWA24’s Head of Production, “Staying home with the family is part of the Ramadan tradition, so the most successful Ramadan TV shows are primarily geared toward family audiences and family entertainment. AREWA24 joins our Northern Nigerian viewers in celebration by providing specialized programming for the whole family,” continues Ms. Usman.

For the first time this year, AREWA24 will be creating original branded content for some of its advertising partners. With its major production facilities in Kano, AREWA24 is able to create original, locally-relevant branded short-form content in Hausa and tailored to local themes, tastes and aspirations.

In addition to **Lessons From the Life of the Prophet** and **Akushi Da Rufi** (Cooking Show), AREWA24’s 2017 Ramadan lineup also includes:

- **Ramadan in the City:** this landmark series from al-Jazeera examines and celebrates the religious, cultural and social rituals of Muslims during Ramadan in 31 countries around the world.
- **Muslim Scholars** (“Malaman Addini”): this program profiles the lives of ancient Islamic pioneers of science, mathematics and literature.
- **The Glories of Islamic Art:** a series that showcases the glorious heritage left by Islamic artists and architects and describes the close ties between architectural splendor and the messages of Islam.
- **Stories of the Followers:** this animated series tells the story of al-Ta’been (“the Followers”) who were instrumental in spreading the word of Islam.
- **Stories of the Righteous:** a series that explores the lives of al-Saliheen (“the Righteous”), who figure prominently in Islamic history and whose virtues, knowledge, integrity and morals have served to guide and inspire subsequent generations.



AREWA24 was launched in 2014 to fill a glaring void of locally-produced Hausa language entertainment and lifestyle programming that reflects pride Northern Nigerian life, culture, music, film, art, cooking and sports.

Today, AREWA24 is available to over 80 million Hausa speakers in Nigeria and West Africa through its Eutelsat satellite free-to-air broadcast, and, in Nigeria, on the Multichoice pay platforms, DStv (channel 261) and GOtv (channel 101). Additionally, all episodes of AREWA24's original shows are available for free on YouTube and through the company's mobile app. The AREWA24 digital, social media and mobile platforms create a vibrant community that is thoroughly engaged with its all Hausa language content and shares its mission.

ABOUT AREWA24: AREWA24 (arewa24.com) is the country's first and only 24/7 free-to-air Hausa-language satellite television channel produced locally and fully dedicated to Northern Nigerian life, culture, youth, sports, drama, arts and family entertainment. AREWA24's dedication to promoting Hausa-language television content has filled a gap for Hausa speakers around the world, many of whom are also tuning in to AREWA24.com's digital online viewing platforms as a way to connect with their culture and with global communities. AREWA24 is available on DStv (Channel #261), GOtv (Channel #101) and on EUTELSAT 16A, horizontal polarization, frequency 10804, symbol rate 30000. AREWA24's original productions are also uploaded weekly to youtube.com/AREWA24channel, and the channel benefits from active audience engagement across its digital platforms at AREWA24.com, facebook.com/AREWA24, Instagram.com/AREWA24channel, and twitter.com/AREWA24channel. AREWA24's broadcast and platform partners include Multichoice-Nigeria, Eutelsat and Jordan Media City.

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