



**FOR IMMEDIATE RELEASE**

## **AREWA24 PRESENTS ITS SLATE OF SPECIAL RAMADAN PROGRAMMING**

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**June 10, 2015** –AREWA24, the first 24/7 free-to-air Hausa-language satellite television channel produced by and for northern Nigerians, is proud to present a full month of programming packed with Ramadan specials. In addition to integrating Ramadan themes into our most popular programs such as the **Gari Ya Waye** (the Breakfast Show), **Dadin Kowa** (Soap Opera), **Waiwaye** (Culture Show), and **Matasa@360** (Youth Magazine), AREWA24 will debut a new AREWA24 original production during Ramadan: **Lessons from the Life of the Prophet**, a thought-provoking series that explores the life of the Prophet and distills principles that can be applied to everyday modern life, and; **Asha Ruwa Lafiya**, a cooking show that highlights northern Nigerian culinary traditions. AREWA24 will also feature a slate of international Ramadan programming throughout its daily lineup.

AREWA24 joins its northern Nigerian viewers in celebration by providing specialized Ramadan programming for the whole family. AREWA 24's special Ramadan programs will premier after *ifthar* and then repeat throughout the daily and weekend lineup for the holy month and through Eid al-Fitr.

AREWA24's executive producer, Mukthar Musa explains, "Ramadan is an ideal opportunity for us at AREWA24 to showcase our channel's family-friendly Hausa language content and reflect our community's traditions and values. We want to provide viewers with entertaining and informative programming that the whole family can enjoy while celebrating Ramadan. "

AREWA24's special Ramadan programming also includes:

- **Ramadan in the City:** this landmark series from Al Jazeera examines the religious, cultural, and social rituals of Muslims during the holy month of Ramadan in 31 countries around the world.
- **Muslim Scholars:** 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 that explains the close connection between architectural splendor and the religious messages of Islam.
- **My Mosque My View:** this youth-oriented program follows a group of twelve-year-old friends around different cities around the world as they collaborate via the Internet to make a film on mosques of their choice within their respective cities. Through the series, youth viewers learn about Islamic values as expressed through the architecture of mosques, as well as the power of teamwork and perseverance.
- **Stories of the Followers:** this animated series tells the stories of *al-Ta'been* ("the Followers") who were instrumental in spreading the word of Islam.

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- **Stories of the Righteous:** a series exploring 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.

**About AREWA24:** AREWA24 ([arewa24.com](http://arewa24.com)) is northern Nigeria's first and only 24/7 free-to-air Hausa-language satellite television channel produced locally and fully dedicated to northern Nigerian life, culture, values, youth, business, arts and family entertainment. AREWA24 launched on June 28, 2014 and is available on EUTELSAT 16A, horizontal polarisation, frequency 10804, symbol rate 30000. AREWA24's Broadcast partners include Jordan Media City, Globecast and Eutelsat.

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