

February 13th at 9:00 AM

K Suites Hotel

No 21 Race Course Road

Nassarawa GRA, Kano, Nigeria



Girl Rising and AREWA24 announce the premiere of *Da Bazar Mu...*, a new six-part miniseries that takes viewers on a journey around the globe and back again to northern Nigeria to witness the strength of the human spirit and the power of education to change the world. The series will premiere on AREWA24 on February 15, 2017 at 8:00 PM, with new half-hour episodes airing every Wednesday through March.

Da Bazar Mu... celebrates our pride and joy: our girls. As we say in Hausa, ‘educate a girl, educate a nation!’ The series showcases the real life stories of twelve unforgettable girls and their determination to get an education – six from northern Nigeria and six from other countries, including Ethiopia, Haiti, India, Nepal, Peru, and Sierra Leone. The series illustrates specific barriers to education that hold back girls in northern Nigeria and across the globe, including early marriage, gender-based violence, child labor, and persistent gender discrimination. In each of the stories, the girls confront tremendous challenges and overcome nearly impossible odds to pursue their dreams.

AREWA24 produced the miniseries, which combines elements from the award-winning film, *Girl Rising*, with northern Nigeria-based stories developed exclusively for Hausa-speaking audiences. Each episode is hosted by AREWA24’s Hafsat Usman, and includes special interviews with notable northern Nigerian experts and personalities conducted by renowned Kannywood actor, Ibrahim Muhammad Mandawari. The interview segments encourage viewers to begin their own discussions on the value of education for girls in Nigeria. A special phone number will be available to allow viewers to call in and take part in a brief survey and share their opinions about the subjects covered in the series.

The *Da Bazar Mu...* series includes stories selected from the critically acclaimed film *Girl Rising* which has grown into a powerful global movement that spreads the message that educating girls transforms societies. *Girl Rising*’ films have been seen by hundreds of millions across the globe, helping change the way people – from parents to presidents – see and value the contributions of girls to global societies, catalyzing conversations at a community level and inspiring action.

QUOTES:

In discussing the importance of educating girls and the power of *Da Bazar Mu...* to inspire change, Hajija Yardada Maikano, Honorable Commissioner for the Ministry of Women Affairs, Kano State says, **“I have watched the different chapters of *Da Bazar Mu...*, and I have seen how different girls face challenges and manage to overcome the obstacles. I strongly encourage everyone to watch these stories as a form of enlightenment on the issues that girls face, including early and forced marriages, child labor, discrimination, etc.”**

Reflecting on their partnership with Girl Rising, AREWA24 Content Manager, Rakiya Usman, says, **“The young women featured in these stories are exemplary examples of how education can open up the untapped potential of individuals and allow them to take control of their lives and contribute to the development of the society at large.”** Usman, who wrote and produced *Da Bazar Mu...* went on to say, **“All of us at AREWA24 are very proud to contribute to the worldwide movement to use education as a tool to make it possible for every young child to experience a future where their potential is limited only by the size and scope of their dreams.”**

To Learn More About Da Bazar Mu... visit us at girlrisingnigeria.org.

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About Girl Rising:

Girl Rising is a global campaign for girls' education and empowerment. Girl Rising uses the power of storytelling – in the form of film, radio and other mediums – to change the way people think about and value girls. Together with local partners, Girl Rising launches campaigns to bring visibility to the issues girls face, spark conversations, and inspire people to break down the barriers that hold them back. Governments, NGOs, corporations, and schools use our content to scale their impact and drive change for girls. Girl Rising is currently working in India, Nigeria, the Democratic Republic of the Congo, and the US.

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's original productions are 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](https://instagram.com/AREWA24channel), and twitter.com/AREWA24channel. AREWA24 is available on DStv (Channel #261), GOtv (Channel #101), and on EUTELSAT 16A, horizontal polarization, frequency 10804, symbol rate 30000. AREWA24's broadcast and platform partners include Multichoice-Nigeria, Eutelsat, and Jordan Media City.

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