



Media Release
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LIVERPOOL ARABIC ARTS FESTIVAL
a celebration of Arabic arts and culture
www.arabicartsfestival.co.uk

LIVERPOOL ARABIC ARTS FESTIVAL ATTRACTS INTERNATIONAL AUDIENCE

The 2010 Liverpool Arabic Arts Festival was followed by millions of viewers worldwide thanks to the attendance of national and international media at the ten day event.

An audience of 14 million tuned into BBC Radio Arabic's live broadcast from the Bluecoat during the festival and a further 3.5 million viewed coverage on BBC Arabic World News. Tens of millions will have seen a news video of LAAF distributed by press agency Reuters.

The Festival was also covered by The Guardian and UAE broadsheet The National; BBC News online, BBC Radio Merseyside and broadcasters Arab News Network, Al Arabiya and Al Jazeera which aired coverage throughout the Middle East.

With several of the festival's activities still ongoing, including the widely acclaimed Arabicity exhibition at the Bluecoat, total visitors to the 2010 event topped 17,000.

Among the highlights were rare UK performances by Egyptian superstar Mohamed Mounir and Iraqi chanteuse Farida.

The festival was greeted warmly by its audience, including first time festival goer Ayman Fouda, who commented: "The festival is promoting cultural awareness and the opportunity to experience the Arab world... I think events like this make you more open minded and happy, and help to bring people together."

Festival Manager Ngozi Ikoku said: "The festival's aim is to celebrate the rich diversity of Arab culture and to encourage people of all ages to participate. Thanks to the tremendous support of our partners and the hard work of the festival team we have succeeded in achieving that once again this year and also reaching out to a significant worldwide audience."

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Notes to editors

Liverpool Arabic Arts Festival (LAAF)

Liverpool Arabic Arts Festival was co-founded by the Bluecoat and Liverpool Arabic Centre (LAC) in 1998 and the first festival took place in 2002. It has since grown rapidly in size and confidence, audience expectation and ambition. It has become a hugely popular fixture at the heart of the city's cultural calendar and remains the only one of its kind in the UK. Over the years the festival has grown to involve more partners from the city's arts and Arabic communities. Official partners include FACT, Liverpool Philharmonic Hall and National Museums Liverpool. LAAF is the recipient of the Arab British Culture & Society Award 2010.

LAAF remains a key part of the Bluecoat's www.thebluecoat.org.uk activities and reflects the diverse nature of its programme. It is part of LAC's purpose to strengthen the awareness of the Arabic community within the wider society through the celebration and promotion of all aspects of Arabic history, language, cultural heritage and identity www.liverpoolarabiccentre.org.uk.

Key funding for LAAF 2009-2011 has been sourced from Liverpool City Council (Liverpool Arts and Cultural Investment Programme) and Arts Council England North West (Grants for the Arts Programme).

UNISON North West

UNISON North West organises, represents and negotiates on behalf of more than 200,000 members in the region. Our members work in Education, Health, Local Government, the Utilities and the third sector, providing essential services to the community all year round. We believe public services are a life line for communities – they keep people in work and support local economies. We believe in an expansion of those services that help people who are struggling to cope such as welfare and housing advice, health and social care and community support.

UNISON also campaigns on behalf of its members and one of our main campaigning priorities is to oppose discrimination and fight racism. Therefore we are proud to sponsor the Liverpool Arabic Arts Festival and its work to promote Community Cohesion.



with the
Bluecoat.



Thanks to the City of Liverpool for its financial support