



Press release

Sharjah Media City (Shams) Celebrates UAE's 50th National Day

- *The grand ceremony was attended by Shams officials and staff.*

Sharjah, November 30, 2021 - Sharjah Media City (Shams) celebrated the UAE's 50th National Day with a ceremony held at its headquarters with Shams staff and high-ranking officials in attendance.

His Excellency Dr Khalid Omar Al Midfa, Chairman of Sharjah Media City, was present at the event, along with H.E. Mohammed Abdullah bin Halis Al Ketbi, Chairman of the Municipal Council of Al Bataeh Suburb; H.E. Afra Al Ketbi, Member of the Advisory Council of the Emirate of Sharjah; Shams Managing Director H.E. Shihab Al Hammadi; and H.E. Abdullah Sultan bin Saluma Al Ketbi, Director of Al Bataeh Municipality.

Speaking at the ceremony, H.E. Al Midfa said: "UAE National Day is always an occasion to look back proudly at the illustrious journey our country has led since the establishment of our union by our Founding Father the late Sheikh Zayed bin Sultan Al Nahyan, who believed that empowering our people is key for fulfilling our ambitions and developing all sectors until the UAE reaches the advanced status it deserves on the world stage."

"On this occasion, we congratulate our wise leadership and renew our pledge to persevere and keep the UAE flag flying high, paving the way for the Emirates to make even greater accomplishments," H.E. added. "Fulfilling the UAE's ambitious long-term goals calls for every citizen of this country to join the effort."

The event included numerous events and activities, most notably the 'village' - a display that reflects Emirati heritage and tells the story of the union of the seven emirates. Visitors to the village can enjoy traditional Emirati cuisine, or attend a workshop to explore time-honoured crafts and henna art.

The ceremony also included several tents where attendees can sit, savour Emirati sweets, take commemorative photos in traditional Emirati attire, and enjoy musical performances by the Dibba Military Band. Friendly contests were also on the agenda, along with horseback riding activities.

As part of its continuous collaboration with the Sharjah National Day Celebrations Committee, Shams is joining the celebrations at Sharjah National Park from November 29 until December 3, where a corner dedicated for participations from government entities will serve as a platform for many of its educational and entertainment activities.



Shams' agenda of edutainment events includes three workshops titled (photography: how to use a camera and quick edits), (videography: how to capture videos and how to edit them) and (audio: how to record audio and edit it).

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