

Entries pour in for inaugural Modhesh World Young Author Award

Dubai, UAE, 8 August 2016: The inaugural Modhesh World Young Author Award, which was launched just over a week ago, has received a huge response with enthusiastic children thronging the information kiosks at Modhesh World at Dubai World Trade Centre to submit their entries.



The award, which was announced by Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (Dubai Tourism)), and the organisers of Modhesh World, aims to boost creativity among the young ones and highlight the literary talents of children within the age group of 7-13 years.

The organising committee has already received an overwhelming number of applications in both English and Arabic categories. Children who have yet to take part in this novel initiative are encouraged to register at the information kiosks. Upon registration, each child will each receive a package with information about Modhesh World, as well as guidelines on how to develop the storyline using the power of imagination.



The story has to be handwritten and copies of completed stories can be emailed to info@mymodheshworld.com or the original delivered in person to the Media Centre of Modhesh World located in front of Hall 6 of Dubai World Trade Centre. All submissions must be made by August 21, 2016 and winners will be announced on August 25, 2016. The three best young authors in English and Arabic each will receive generous cash prizes: AED 3,000 for the first prize, AED 2,000 for the second prize and AED 1,000 for the third prize.



The story will revolve around the lovable Modhesh who carries messages of happiness, fun and unity to both the young and the old. Children are encouraged to draw inspiration from the rides, games and immersive activities at Modhesh World so that they can build a story that comes alive; thus incorporating the slogan of 'Every Step is A New Adventure'. Plagiarising is not allowed and children are required to come up with their own spin to the story. The idea is to foster the art of creating fresh angles around the story of Modhesh and his world while being part of the thrilling entertainment they can experience at the region's largest indoor edutainment venue.



The organising committee's stipulation that children must write in their own handwriting is to emphasise the power of the pen – the humble instrument that started the whole new dimension into the art of the written word. In fact, the award is designed to look like a pen, a symbol of authenticity and power of the word.



Modhesh World Young Author Award:

- Children within the age group of 7-13 years of age are allowed to participate in the award.
- The number of words per story should be limited to 250-350 words.
- In order to participate, children should register at the information kiosks found at the Modhesh World venue.
- Three winners will be selected in each category: Arabic and English.
- The copy of the passport of the child who is participating should be submitted along with the stories they have written.
- Children should write the stories in their own handwriting. Typed stories on electrical devices such as the laptop or smartphones will not be accepted.
- The last date for receiving entries is August 21, 2016.
- The final winners in each category (Arabic and English) will be announced on August 25, 2016.
- Cash prizes for the winners in each category are as follows: AED 3,000 for the first prize, AED 2,000 for the second prize and AED 1,000 for the third prize.
- Those who did not win this year will still receive certificates of participation.

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ABOUT MODHESH WORLD:

Modhesh World is organised by the Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (DTCM). The 17th edition of Modhesh World kicked off on 27 June, 2016, at the Dubai World Trade Centre and runs until 27 August under the theme- 'Every Step Is a New Adventure'. Modhesh World has many other features and facilities including exclusive souvenir shops showcasing Modhesh World memorabilia, an array of dining outlets and food trucks featuring a variety of cuisines. Spacious parking spaces and affordable ticket prices together with world-class entertainment makes Modhesh World a great choice for children and their families to enjoy the perfect summer holiday, right here in Dubai.

Modhesh World opens at 10am until midnight from Saturday to Wednesday and from 10am to 1am on Thursdays and Fridays. The entrance fee is AED 20 for children and adults and entry is free for children under 3 years of age.

For further Information on Modhesh World contact:

Khaled Al Najjad

Kalnajjad@dubaitourism.ae

04 201 7682

Or

Rashmi Jeetendra

Rashmi@ibuz.ae

050 2696 281