



PRESS RELEASE

Emirates Post to launch postcards commemorating date fruit tradition

The exclusive cards will be available at the Fourth International Date Palm Festival

Abu Dhabi, UAE; November 05, 2010: With the advent of instant messaging and one too many means of communication, the custom of sending postcards has simply vanished from our day-to-day life. Emirates Post will trace back to the age-old customs by introducing an exclusive collection of postcards at the Fourth International Date Palm Festival in Abu Dhabi.

Truly inspired by the country's rich heritage, the postcards feature stamps commemorating the date fruit tradition in different designs. Priced at AED 15, the postcards will be available for purchasing at Emirates Post's Booth no C22 at the date festival, which will take place at Abu Dhabi National Exhibition Centre from November 22 to 27.

Abdullah Al Ashram, CEO of Emirates Post, said: "We take great pride in supporting the Fourth International Date Palm Festival as we firmly believe that date palm is an endearing symbol of our unique heritage. This festival has successfully provided new insights into the wonderful tree and its fruit, and highlighted its benefits and cultural significance to us all."

"The postcards will remind people of the country's commitment towards preserving the cultural heritage and how we can cherish its legacy in a contemporary society."

Emirates Post will also deliver the invitation to the Date Palm Festival to all P.O. Boxes in Abu Dhabi, Al Ain and Dubai. The six day fun packed event will include a remarkable display of



date varieties, traditional tribal performances, films, culture and heritage, cooking classes and much more including a Kids Zone and a photography display.

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About the Fourth International Date Palm Festival 2010

Where: Abu Dhabi National Exhibitions Centre

When: November 22 – 27, 2010

Website: <http://www.datepalmfestival.ae/>

The exciting 6 day date palm extravaganza will be held from 22-27 November 2010 at the Abu Dhabi National Exhibition Centre. The event is held under the patronage of His Highness Sheikh Mansour Bin Zayed Al-Nahyan, The Deputy Prime Minister, Minister of Presidential Affairs and Chairman of the Executive Board of the Abu Dhabi Food Control Authority

Expect a remarkable display of date varieties, traditional tribal performances, films, culture and heritage, cooking classes, celebrities and much more! Enjoy a fun-packed day out with all the family, the dedicated Kids Zone provides tantalising taster sessions for children to enjoy the nation's favourite super-fruit and take part in entertaining activities.

Wander around the festival and taste fabulous date cuisine whilst examining some of the world's most innovative expressive art and photography. Date specialists will be on hand to offer recipe ideas, healthy tips and knowledge of the cultural heritage of the date palm.

About ADFCA

The Abu Dhabi Food Control Authority was established in 2005 as an independent food regulatory agency for the emirate of Abu Dhabi. The Authority embodies the Abu Dhabi Government's commitment to protecting its consumers, particularly by ensuring the safety and quality of food served throughout the public. It enforces policies and standards and conducts research and awareness campaigns to maintain a sustainable agriculture and food sector that delivers safe food to the public, protects the health of animals and plants, and adheres to sound environmental practices

About Turret Media

A multi award winning company, Turret Media has conceptualised, developed and launched some of the most successful live events in the world and is a leading publisher within several market sectors in the Middle East.





Following more than 50 years of experience in the United Kingdom, Turret Media migrated its business headquarters to the UAE in 2006 after becoming a foundation partner of the Abu Dhabi National Exhibitions Company.

Turret Media has since been behind numerous exhibitions, conferences and consumer events in Abu Dhabi and Dubai that collectively attract some 1,400 exhibitors and deliver more than 120,000 visitors in industry sectors as diverse as renewable energy, IT, gourmet food and waste management.