

Press Release

## New Emirati Television Cartoon Launched: “Mansour,” in 3D

*Exciting plot designed to captivate young people’s imagination while instilling positive cultural values*

**Abu Dhabi, 26 June, 2012:** An innovative and exciting new Emirati cartoon has been launched today supported by Mubadala Development Company. Revealed at the family-friendly Summer in Abu Dhabi festival at Abu Dhabi National Exhibition Centre (ADNEC), *Mansour* is the first Emirati production to apply high quality global animation techniques. Envisaged as a way of engaging UAE Nationals at a young age, Mansour incorporates important issues facing the young generation of Emiratis into exciting and compelling storylines designed to captivate their imagination and encourage them to play a leading role in the nation’s future, while maintaining strong ties to their national identity.

Commenting on the launch of Mansour, the cartoon’s creator, Rashed Al Harmoodi, said: “Mansour was created to serve the double purpose of strengthening Emirati youths’ bonds to their national identity and values while simultaneously encouraging them to learn about all the modern developments taking place in our nation.”

The new cartoon focuses on strong story lines that see Mansour, a young boy living in Abu Dhabi, learn life lessons as he embarks on exciting adventures with his friends and family.

“From the outset, it’s been important for us that the storylines are exciting and entertaining for kids. The power of the cartoon comes through the richness of the characters, the challenges they face, how they overcome them, and the strength of the storylines. And while we aim to communicate important Emirati values through the show, this is something that will happen naturally and indirectly,” added Al Harmoodi.



Abu Dhabi, UAE

Pushing new boundaries in animation, *Mansour* is the first locally produced cartoon that blends traditional Arabic themes with first-class production standards used by animation giants like Disney and Nickelodeon. The show is scheduled to start airing in September 2012 on the UAE's major networks in 13 episode seasons with each show lasting 11 minutes and will be the first cartoon to run year-round. The show is a strong reflection of the UAE's burgeoning creative industry.

Haidar Mohamed, Co-Founder and General Manager, Fanar Productions, the cartoon's producers, said: "This has been a truly inspiring project to be involved in. Through *Mansour* we've been able to bring to bear cutting-edge technology with powerful storylines that we believe kids will love.

Along with the cartoon's main protagonist, Mansour, the show's young hero is joined on his adventures by his family and friends, who include:

- **Khaled:** Mansour's father, a pilot and a role model for our young protagonist, he has witnessed the transformations the UAE has undergone in the past decades and has many exciting stories to tell about his past.
- **Mariam:** Mansour's mother is a leading light in our young hero's life and strongly believes in the important role women must play in building the country's future.
- **Sara:** Mansour's talkative seven year old sister who owns an even more talkative pet parrot.
- **Saqer:** Mansour's grandfather – a former pearl diver – is an embodiment of Emirati heritage and a rock in Mansour's life, keeping our young hero grounded yet encouraging him to learn more and more.
- **Nasir:** Mansour's older brother. He is studying business at university, and provides Mansour with guidance and support but also the occasional quarrel.
- **Obaid and Salem:** Mansour's two closest friends – they are always with our hero when he embarks on a new adventure.
- **Nano:** a robot invented by Mansour, is a walking encyclopedia and a search engine with high capabilities, always comes to the rescue and plays a major role in Mansour's daily life and adventures.



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**Notes to editors:**

**About Mansour**

Mansour is the first Emirati production to apply high quality global animation techniques. Extending over 13 episodes, each lasting 11 minutes, it is the story of a 10 year old passionate and enthusiastic young boy, mad about sports and science, and fiercely loyal to his friends and family. As viewers follow the trials and tribulations of his life, they will explore a world full of excitement and opportunity, embedded in strong Emirati cultural values. The compelling storylines incorporate important issues facing the young generation of Emiratis and encourage them to play a leading role in the nation's future. Mansour is scheduled to start airing in September 2012 on the UAE's major networks and will be the first cartoon to run year-round.

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