

KidzMondo's characters enchant QIFF's young visitors



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Bringing joy and excitement to young visitors at the 7th Qatar International Food Festival (QIFF), KidzMondo Doha crowned families' experience at the signature entertainment event with a trickle of novelty, animation and delight.

KidzMondo's participation at QIFF was a huge success that added flare to the event's growing scope and variety of offerings. As part of KidzMondo's presence, the festival's visitors were introduced to the booming edutainment brand through its lead-off virtual tour, which was followed by the dancers performing a routine to the tune of KidzMondo's official theme song.

One of the highlights of the festival, KidzMondo's contribution at the Live Cooking Theatre, saw kids actively engaging with the brand's mascots and celebrity Chef Capra, where they learned to prepare a healthy dish, in a joyful atmosphere. Children had fun wearing chef hats co-branded with the Qatar Airways and KidzMondo Doha logos during the activity.

Kids were also thrilled to meet KidzMondo's characters for the very first time, which was a great opportunity for the brand's mascots to interact with youngsters, who were excited about visiting KidzMondo's one-of-a-kind indoor edutainment park once it opens its doors for Qatar's families during the third quarter of this year. Throughout the festival's seven days, lots of kids and parents were eager to have their memorable pictures taken with the KidzMondo characters, Kozmo, Éena, Dogzilla and Leeloo.

Commenting on KidzMondo's successful participation in the festival, **Mr. Nabil R. Barakat, the General Manager of KidzMondo Doha**, said:

"Our participation in this year's QIFF was a great success and we had just as much fun interacting with the festival's young visitors and families, as they did. Besides showcasing our unique edutainment brand to kids and parents in Qatar, the KidzMondo Doha team enjoyed celebrating the festival with the children and participating in the event's various competitions and activities. We are thrilled to have been a part of this wonderful event that brought fun and excitement to the whole family, and are looking forward to playing a role in more entertainment and educational events in Qatar as well as adding our own flavor to the young visitors' experiences."

KidzMondo's participation in this year's QIFF, which blends together international food culture, entertainment and tourism for Qatar's citizens, residents and visitors, was part of the edutainment pioneer's mission to play an active role in cultural and entertainment events around the country, as well as support Qatar's tourism diversification strategy. In its seventh edition, the signature annual event featured, for the first time, a satellite experience at The Pearl-Qatar and Katara Cultural Village, in addition to the festival's original venue at the Museum of Islamic Art (MIA) Park on Doha's Corniche.

KidzMondo Doha, Qatar's one-of-a-kind miniature city, is an international edutainment concept designed to provide a complete solution for children in a unique indoor theme park. The kid-sized city, with its own economy, currency (the Kidlar), public services, and establishments, has been conceived to deliver a holistic experience that unlocks imagination and creativity in children, while empowering them with knowledge, essential skills and life-lessons that help them become well-versed individuals and prepare them for the professional world of adults, in an interactive and entertaining way.