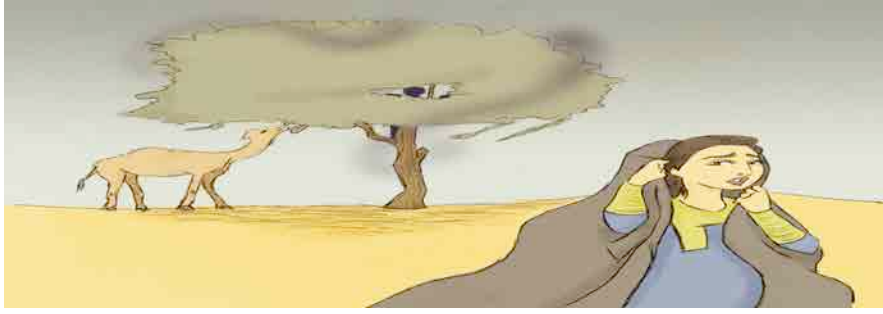


New Fairytales & Fables from the UAE Writing Competition



Educators,

Welcome to the First Annual New Fairytales & Fables from the UAE Writing Competition, winner of the UAE's Innovation competition in the Heritage category. We are delighted to host this event and even happier that you've chosen to participate.

The First Annual New Fairytales & Fables from the UAE Writing Competition is not only an Emirati cultural literacy project, but also a reading literacy initiative that we are proud to partner with Sheikha AlYazia bint Sultan bin Khalifa Al Nahyan's ZOWD Foundation and the Sheikh Mohamed bin Rashid Centre for Cultural Understanding on its implementation. For this initial competition we plan to start with four categories, two in English and two in Arabic. The competition will be held for grades 7-12 with groupings in English for grades 7-9 and 10-12 and the same categories will apply in Arabic. We have included in this packet the New Fairytales & Fables from the UAE Narrative Storytelling Competition Guidelines, twenty-four character descriptions, forty-two themes to choose from and six sample New Fairytales & Fables from the UAE tales with illustrations in English and in Arabic.

Each school will be responsible for hosting an internal storytelling competition within their school that can officially begin on February 19, 2016 and refer their first, second and third prize winners in each category to the New Fairytales & Fables from the UAE Narrative Storytelling Competition for consideration which closes on March 19, 2016 at 11:59 p.m. Only electronic submissions will be accepted and can be made directly to our uaefairytalesandfables@gmail.com. We also require that participating schools take advantage of the free *We Are Writers* book-building platform to insure that each writer's work is celebrated and every participating writer is a winner. While this year's competition is only open to grades 7-12, we would encourage your school to include all of your grades in your internal competition and the *We Are Writers* co-branded schoolbook, which can host up to 704 stories.

We also recommend that each participating class do a grab bag of characters and themes. We allowed our students to select their characters and also choose two to three themes depending on the class size, this ensures that the full range of characters are introduced and included in the project and avoids a repetition of themes. The students were then able to think about the character and then selected one theme that best suited the story they wanted to create.

To help the students brainstorm ideas for their stories we asked them to think about different behaviors they noted in and around the UAE that was non-Emirati or inconsistent with Emirati values and or heritage that could catalyze their Fairytale or Fable character into action. Although your students may not be Emirati, you will note the forty-two themes that we have included are universal and will remain consistent across the more than 200 nationalities that live and work in the UAE.

Happy writing,

Brioné LaThrop
New Fairytales & Fables from the UAE Program Manager



We Are Writers Key Information

We Are Writers is the opportunity for EVERY CHILD in every school to be a published author in their school's own book.

How it works:

- Each child enters their work on our simple website (or their parent or teacher does it for them).
- We take the content from the website and turn it – automatically - into a professionally designed and produced book. No child's piece of work has less than a full page devoted to it.
- We send a single FREE sample copy of the book to your school with posters and parent order forms to help you promote it.
- Once you know how many books you require we print exactly the number of books you want and send you an invoice for them.
- Your books will be dispatched once payment has been received along with a FREE copy for your school to keep.
- The price per copy is £5.99 but we recommend you sell it at £7.99 and raise funds for your organisation.
- Minimum order is 50 books.
- Postage is 20% of the total order value and there are no set up fees.
- Minimum pages = 50 Maximum pages = 880
- Turn around time for your preview copy is 15 working days from receipt of your book.

TO GET STARTED:

- Log in to www.wearewriters.com and click on start a book. If you are not already registered on the Scholastic site you will need to do this. Once you are logged in, enter **WAW INT** as your school, then start your book.
- You will also need to email CGodfrey@scholastic.co.uk at the same time to confirm your delivery address and contact phone number.



The First Annual New Fairytales & Fables from the UAE Narrative Writing Guidelines

1.0 Introduction:

New Fairytales & Fables from the UAE is an Emirati heritage and cultural literacy project designed to inspire students to read, write and explore their creativity as they delve into the art of the Emirati storytelling tradition.

New Fairytales & Fables from the UAE was born out of a classroom speaking assessment and has evolved in to a way of keeping traditional storytelling alive for future generations. We are expanding this project to celebrate the Year of Reading through our outreach to schools across the UAE. Utilizing the New Fairytales & Fables from the UAE guidelines for writing Emirati stories and the “We Are Writers” free publishing platform, we hope to inspire a new generation of authors by encouraging each participating school to celebrate and publish the work of each student writer in a co-branded schoolbook of original fables and fairytales written by your students. (Please refer to the attached PDF for more details.)

2.0 Objectives:

- 2.1 Reintroduce the 25 archetypical figures, researched by Abdul Aziz Al Mussalam, authenticated by the Department of Culture, Heritage and Information Sharjah as genuine Emirati characters back into the mainstream of the Emirati storytelling tradition;
- 2.2 Inspire a love of reading and writing;
- 2.3 Advance creativity and expression while improving cross-cultural discourse and understanding through the medium of storytelling; and
- 2.4 Share Emirati culture by bringing new Emirati fairytales and fables into the English & Arabic speaking schools of the UAE.

3.0 Rules and Regulations:

- 3.1 Each story must integrate one of the twenty-five (25) characters stemming from six categories (animals, humans, half humans, jinn, objects and plants) that comprise the New Fairytales & Fables from the UAE. (Refer to the attached PDF)
- 3.2 These multi-generational figures are designed to safeguard the values and culture of the Emirates. Think of them as the ancient version of our modern day superheroes.
- 3.3 The tale must include a theme that teaches an Emirati value or principal, i.e. loyalty, honesty, respect for elders, etc. (Refer to the attached PDF).
- 3.4 The setting of the story can be in the desert, mountains, oasis, sea, demolished neighborhoods or haunted houses to insure authenticity.
- 3.5 The names of the characters must be associated with U.A.E’s culture and heritage.
- 3.6 The skill of the characters must be associated with the U.A.E’s culture and heritage. For example, if the story is set in the past, the jobs would include

sailors, merchants, farmers, pearl divers, camel herders, etc. However, note that Emiratis can now be found in every industry, in different sectors and in various positions, and these posts should be reflected in the modern tales that are created about them.

3.7 There must be a logical series of events.

4.0 GENERAL RULES & REGULATIONS

4.1 All entries must be submitted online.

4.2 Entries received on paper, email or via post will not be accepted.

4.3 Late entries will not be accepted.

4.4 Each participating school may submit only three narratives per category.

4.5 Entries must be original, unaided and written in English (for the English category) and Arabic (for the Arabic category).

4.6 Please submit entries in the correct category:

Category 1 --- Arabic (Grades 7, 8 and 9) and

Category 2 --- Arabic (Grades 10, 11 and 12),

Category 3 --- English (Grades 7, 8 and 9) and

Category 4 --- English (Grades 10, 11 and 12).

4.7 All entries must be unpublished by any other publisher.

4.8 All entries must be submitted in the format of a narrative.

4.9 The word count per entry is a minimum of 350 words and not more than 500 words.

4.10 Entries must be typed, double-spaced, Times New Roman, size 12 font and in PDF format.

4.11 Entries must be submitted online by midnight on March 15, 2016.

All entries are final and revisions will not be accepted.

4.12 New Fairytales & Fables from the UAE, Kharareef Heritage Storytellers, ZOWD Publishers and the Creative Heritage Collective reserve the right to use entries for publication or promotional purposes.

4.13 All winners will be notified by email. Please make sure your contact details are entered correctly on the online form.

5.0 JUDGING

5.1 New Fairytales & Fables from the UAE, Kharareef Heritage Storytellers, ZOWD Publishers and the Sheikh Mohamed bin Rashed Centre for Cultural Understanding will form a panel of highly trained and qualified people to serve as competition judges.

5.2 The entries will be judged on *creativity* (25%), *organization* (20%), *adherence to themes and characters* (25%), *grammar* (25%), and *length* (5%).

5.3 Entries, which exceed the allotted 500-word count, will be penalized.

5.4 Points will be allocated according to the score sheet (see below).

5.5 The contestant with the highest number of marks will be declared the winner.

5.6 The decision of the judges will be final.

5.7 Individual marks will not be disclosed.

5.8 No correspondence will be entertained regarding the final decision of the judges.

5.9 No marks will be awarded for illustrations or drawings – just send us your most compelling story.

5.10 All winners will be contacted by New Fairytales & Fables from the UAE and announced on our website.

6.0 PRIZES

- 6.0 All participating schools and finalist will receive certificates.
- 6.1 Winning narratives will be professionally illustrated by Emirati artists and published in an anthology.
- 6.2 Winners will be notified on April 23, 2016.
- 6.3 Prizes will be distributed in a ceremony at the Abu Dhabi International Book Fair
- 6.4 Winning narratives will be included in New Fairytales & Fables from the UAE's 2016 Exhibition.

IMPORTANT DATES	
18 February 2016 - 12:00 a.m.	Launch of the Competition
19 March 2016 - 11:59:59 p.m.	Submission Deadline
23 April 2016	Winner Notification
27 April - 7 May	Abu Dhabi International Book Fair Award Ceremony