

**Years of Culture Initiative Brings Diverse Cultural Experiences Ahead of FIFA World Cup**

***Win a Gold One Pass with Years of Culture***

***Community Days Festival Opens at Flag Plaza from 5-15 October with Cultural Performances***

**5 October 2022 – Doha, Qatar** – The Years of Culture initiative continues to celebrate its 10-year anniversary and the remarkable cultures that make up Middle East, North Africa and Southeast Asia during the Qatar-MENASA 2022 Year of Culture with new activations, festivals and chances to win prizes.

**Win a Qatar Creates One Pass with Years of Culture**

Get a chance to win a Qatar Creates One Pass with the Years of Culture!

Visit WeTransfer through October 10th to spot the Years of Culture activation, where the initiative is profiling some of its programmes and the iconic Qatar Museums institutions that support them to mark 10 years of cross-cultural collaboration and friendship, and win a Gold One Pass.

The Qatar Creates One Pass membership offers its members a variety of benefits such as discounts for dining, free access to museums in Doha, special pricing or free entry to the most popular events, and more!

All you have to do is:

1. Follow @YearsOfCulture and @QatarCreates on Instagram
2. Visit the Years of Culture x WeTransfer activation – [www.WeTransfer.com](http://www.wetransfer.com/) (refresh until you find it)
3. Screen-record the interface
4. Post on your story with the hashtag #QCOnePass and tag @YearsOfCulture and @QatarCreates

Hurry! Only the first five will get a Gold One Pass which unlocks many more benefits and offers!

**Celebrate Different Cultures with “Community Days Festival” at Flag Plaza**

Flag Plaza, located near the Museum of Islamic Art Park, will serve as a community gathering space and a location for festivals, celebrations and other events for the people of Qatar. The first of these events, open from 5 – 15 October 2022, will be the “Community Days Festival.” Many embassies are taking part in the “Community Days Festival” to celebrate the many cultures and people who call Qatar home. Each embassy will present a different programme of events, ranging from stage performances to exhibit panels with information on different countries.

The first day of the “Community Days Festival” opened with performances from Qatar, Tanzania and Djibouti. These presentations were supplemented with video presentations from Qatar, Nigeria, Hungary, Georgia, Ghana and Greece.

Three different cultural performances will take place on stage at Flag Plaza from from 4pm until 9pm daily through October 15th:

* **October 6 performances**: India, Ghana, Ecuador
* **October 7 performances**: Japan, Somalia
* **October 8 performances**: Lebanon, Greece, Malaysia, Libya
* **October 9 performances**: Eritreia, Yemen
* **October 10 performances**: Cuba, Palestine, Nepal, Greece
* **October 11 performances**: Kenya, Algeria, Sri Lanka, Syria
* **October 12 performances**: Yemen, Iraq, Tunis, Turkey
* **October 13 performances**: UN, Egypt, France, Italy
* **October 14 performances**: Sudan, Ukraine, Indonesia, Philippines, Eduador
* **October 15 performances**: Morocco, Palestine, Russia, Pakistan, Thailand

For information on what’s happening at Flag Plaza during the “Community Days Festival,” check out the Years of Culture website at yearsofculture.qa and Instagram @yearsofculture.

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**About Years of Culture**

Culture is one of the most effective tools to bring people closer together, encourage dialogue, and deepen understanding between nations.

Under the leadership of its Chairperson Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, Qatar Museums (QM) developed the annual “Years of Culture” initiative — an international cultural exchange that deepens understanding between nations and their people. Though formal programming lasts only one year, the ties of friendship that are strengthened and formed are long-lasting.

In celebration of its 10th anniversary, the 2022 Year of Culture will offer programming from the Middle East, North Africa and South Asia (MENASA).

The Qatar-MENASA Year of Culture 2022 will include countries and communities from: Afghanistan, Algeria, Bangladesh, Bahrain, Bhutan, Egypt, India, Iraq, Iran, Jordan, Kuwait, Lebanon, Libya, Maldives, Morocco, Nepal, Oman, Pakistan, Palestine, Saudi Arabia, Sudan, Sri Lanka, Turkey, Tunisia, United Arab Emirates, and Yemen.

Qatar-MENASA Year of Culture 2022 has been developed in collaboration with leading organizations in Qatar, including Doha Film Institute, Education Above All, Katara Cultural Village, Ministry of Commerce & Industry, Ministry of Culture, Ministry of Foreign Affairs, Qatar Charity, Qatar Football Association, Qatar Foundation, Qatar Museums, Qatar National Library, Qatar Tourism, Qatar Olympic Committee, Supreme Committee for Delivery & Legacy, with assistance from Doha-based embassies of participating countries.

Previous Years of Culture have included: Qatar-Japan 2012, Qatar-UK 2013, Qatar-Brazil 2014, Qatar-Turkey 2015, Qatar-China 2016, Qatar-Germany 2017, Qatar-Russia 2018, Qatar-India 2019, Qatar-France 2020, and Qatar-USA 2021. Past sponsors include Vodafone, Qatar Gas, Shell, Ooredoo, Shangri-La Hotel and Resorts, Lulu Group International, Qatar Financial Centre, Qatar Petroleum, and ExxonMobil.

Follow and tag Qatar-MENASA 2022 Year of Culture on: @yearsofculture, #yearsofculture #QatarMENASA2022

**About Qatar Museums**

Qatar Museums (QM), the nation's preeminent institution for art and culture, provides authentic and inspiring cultural experiences through a growing network of museums, heritage sites, festivals, public art installations, and programmes. QM preserves, restores, and expands the nation's cultural offerings and historical sites, sharing art and culture from Qatar, the Middle East, North Africa, and South Asia (MENASA) region with the world and enriching the lives of citizens, residents, and visitors.

Under the patronage of His Highness the Amir, Sheikh Tamim bin Hamad Al Thani, and led by its Chairperson, Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, QM has made Qatar a vibrant centre for the arts, culture, and education in the Middle East and beyond. QM is integral to the goal of developing an innovative, diverse, and progressive nation, bringing people together to ignite new thinking, spark critical cultural conversations, educate and encourage environmental stewardship and sustainable practices, and amplify the voices of Qatar's people. Since its founding in 2005, QM has overseen the Museum of Islamic Art and MIA Park, Mathaf: Arab Museum of Modern Art, the National Museum of Qatar, QM Gallery Al Riwaq, QM Gallery Katara, 3-2-1 Qatar Olympic and Sports Museum, and Dadu, Children's Museum of Qatar, which is currently under development.

Through its newly created Creative Hub, QM also initiates and supports projects—such as the Fire Station Artist in Residence, the Tasweer Qatar Photo Festival and the creative hub for innovation, fashion and design M7—that nurture artistic talent and create opportunities to build a strong and sustainable cultural infrastructure.

Animating everything that Qatar Museums does is an authentic connection to Qatar and its heritage, a steadfast commitment to inclusivity and accessibility, and a belief in creating value through invention.

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