

# Major Events

# Ithra Content Initiative





The Ithra Content Initiative contributes to the development of the creative and cultural industries in Saudi Arabia by encouraging, empowering and inspiring Saudi creators to produce original Arabic content in various fields including written, visual and audio media. In 2022, 43 winners were selected and awarded grants amounting to 15,000,000 Saudi riyals. In December 2022, during the Content Enrichment

Ceremony at the King Abdullah Financial District in Riyadh, Ithra announced that it was launching the second edition and presented the completed projects from the first iteration of the initiative: The 2020 grants had 13 winners whose work resulted in 26 books, five readable projects, two audio projects, 20 documentaries, two children's projects and one musical album.



# The Ithra Reading Program: iRead





Now in its eighth year, the Ithra Reading Program – or iRead – is one of the flagship programs of the Center. The program aims to celebrate the love of reading among youth in Saudi Arabia and promote knowledge-seeking through various activities such as competitions and public enrichment events. It seeks to attract the involvement of the broader community as contestants, intellectuals and the general audience. It is designed to ignite a passion for reading and highlights the

importance of numerous literacy skills – reading, writing, speaking and sharing knowledge – to students, translators and public audiences. To date, the competition has attracted over 80,000 participants since its inaugural edition in 2013. iRead 2022 marked the last Saudi-only version of the competition: The Center announced at this year's closing ceremony that, starting with the next edition, the competition would be open to readers from all over the Arab world.