

Qatar Foundation's Siraj Season 5 Kicks Off with Special Episode for the Qatar Argentina and Chile 2025 Year of Culture

05 October 2025 – Doha, Qatar: *Siraj*, an initiative of Qatar Foundation and popular 3D animated edutainment series, has launched its fifth season with a special episode dedicated to the Qatar Argentina and Chile 2025 Year of Culture. The season opened at Place Vendôme Mall on 2 October with a family-friendly launch event that will run until 11 October.

Launched in 2016, *Siraj* has become a trusted companion for Arabic-speaking children aged 3 to 8, inspiring them to learn Arabic, explore new ideas, and develop values in a fun way. Season 5 continues this mission by exploring children's relationships with family, friends, school, and the wider world around them.

The decision to begin the new season with a Year of Culture episode reflects the initiative's focus on introducing cultural exchange across the widest spectrum of audiences. The first story, *Artificial Intelligence (Chile and Argentina)*, follows Rashid and Noura as they use AI to learn about the cultures, food, and landmarks of Argentina and Chile. When Noura notices mistakes in what the AI provides, they both discover the importance of checking facts and thinking critically about technology.

His Excellency Mohammed Al Kuwari, YoC Advisor on Latin American Affairs and Qatar's former Ambassador to Mexico said: *"The Years of Culture partnership is about creating new spaces for dialogue and exchange, and this special episode of Siraj brings that spirit to children. By weaving the cultures of Argentina and Chile into a story that also celebrates Qatari traditions, we nurture appreciation for diversity while strengthening the bonds of friendship between our countries."*

By starting Season 5 with a Year of Culture episode, *Siraj* extends the initiative's mission to the youngest audiences, showing that cultural can begin in childhood through stories and learning. This initiative also highlights how Qatar Foundation uses culture, creativity, and technology to inspire future generations, ensuring the Year of Culture's impact resonates far beyond 2025.

Ms Abeer Al Khalifa, President of Pre-University Education at Qatar Foundation, said: "The launch of the first episode of Siraj's fifth season, which this year highlighted Argentina and Chile as part of the Qatar-Argentina-Chile 2025 Year of Culture celebrations, is an inspiring step that reflects our vision of promoting cultural awareness among children. In this episode, we aimed to present simple and engaging content that allows children to explore the customs and traditions of different cultures through technology and artificial intelligence tools for searching information. It also encourages their critical thinking and analytical skills to verify the accuracy of the information and compare it with trusted resources. This offers them a comprehensive educational experience that combines the joy of discovery with skill development. The Qatar-Argentina-Chile 2025 Year of Culture is an important occasion to introduce younger generations to the idea that Qatar is not only a custodian of its own heritage, but also a platform for engaging with the cultures of the world. What we present through 'Siraj' is an educational message affirming that openness to others goes hand in hand with pride in one's national identity."

New episodes will be released weekly on the *Siraj* YouTube channel, providing parents and educators with a safe and engaging resource for children to enjoy at home or in the classroom.

To watch episodes, visit the official *Siraj* YouTube channel at youtube.com/@sirajshowofficial.

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About Years of Culture

The Years of Culture initiative, chaired by Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, spearheads long-lasting cultural partnerships between Qatar and other nations. It exists to promote respect and understanding among diverse cultures and serves as a catalyst for bringing people together, nurturing connections, encouraging dialogue, and deepening understanding. At its heart, Years of Culture celebrates the power of cultural exchange, which enriches Qatar's ties with partner countries beyond the dedicated year.

Each year is organised with support from Qatar and partner countries' cultural institutions, ministries, foundations, and private and public sector partners, with assistance from Embassies in Qatar and abroad. Programmes are tailored to explore the unique nature of each partner country with a focus on cultural heritage, creative industries, social and economic development, and innovation.

Previous Years of Culture have included: Qatar-Japan 2012, Qatar-UK 2013, Qatar-Brazil 2014, Qatar-Türkiye 2015, Qatar-China 2016, Qatar-Germany 2017, Qatar-Russia 2018, Qatar-India 2019, Qatar-France 2020, Qatar-USA 2021, Qatar-MENASA 2022, Qatar-Indonesia 2023, and Qatar-Morocco 2024.

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Years of Culture

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About Qatar Foundation's Pre-University Education

Qatar Foundation's Pre-University Education (PUE) is a unique education ecosystem providing personalised educational opportunities that support and embrace diversity and meet the needs of Qatar's multicultural community. PUE has created schools and curricula that meet the highest global standards while remaining rooted in Qatari culture and values, and that equip young people with the knowledge, confidence, and skills to excel both academically and personally.

PUE's schools offer a range of programs that cater to the specific needs and interests of students, including STEM, music, heritage, different learning needs, and leadership education.

All QF schools share a commitment to leading learning, which involves developing and applying innovative learning practices, engaging parents as partners in their child's education, and measuring and monitoring student outcomes to ensure continuous improvement. Students are encouraged to explore their curiosity, creativity, and individuality, and to develop a sense of responsibility to their community and humanity. Arabic language and culture are also a fundamental part of the curriculum, helping students to understand and appreciate their heritage and identity.

PUE has a diverse student body spanning 55 nationalities, with 8,000 enrolled students, of which 6,900 are Qatari. The program has graduated 6,730 students from its schools and the Academic Bridge Program (ABP), a pre-university program, for high school students. Additionally, PUE's Education Development Institute (EDI) is a center of excellence in professional learning, supporting the growth and development of the K-12 education community in Qatar and globally.

The goal of PUE is to provide an exceptional education that prepares students to thrive in a rapidly changing world, while also contributing to Qatar's development and prosperity.

PUE's schools are Qatar Academy Doha (QAD), Qatar Academy Al Khor (QAK), Qatar Academy Al Wakra (QAW), Qatar Academy Sidra (QAS), Qatar Academy Msheireb (QAM), Tariq Bin Ziad School (TBZ), Qatar Academy for Science and Technology (QAST), Qatar Leadership Academy (QLA), Awsaj Academy, Renad Academy, Academyati, Qatar Music Academy, and The Learning Center (TLC), together with ABP.