



# ARAB HERITAGE FESTIVAL REPORT

A P R I L 2 0 2 5

Proudly organized by Arab Culture Club



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# ABOUT US



We are a not-for-profit organization, independent of ethnicity, religious beliefs, and politics

Our vision : to be an integral partner within the cultural horizon in New Brunswick, representing the pride and richness of Arab culture and heritage, and contributing to a dynamic, engaged, inclusive and proud Canadian community



# WHY ARAB HERITAGE FESTIVAL?

Celebration of April as Arab Heritage Month



- fostering cultural exchange and promoting intercultural understanding within the community
- creating a space for Arabic Arts and culture within New Brunswick
- contributing to the presentation of, and access to more vibrant and multicultural events in New Brunswick and stronger collaborations between artists and organizations (nationally, provincially and locally).



# HISTORY OF FESTIVAL

Growth and diversity



**2022**

- 1- Collaboration with Moncton public library
- 2- Quest for Tarab
- 3-Tarek Elaissi Exhibit



**2023**

- 1- Collaboration with NB public library service
- 2- Letters and melodies
- 3-Calligraphy exhibit
- 4- Calligraphy workshop
- 5- Children activity



**2024**

- 1- Collaboration with NB public library service
- 2- Jazzy Arabia in 3 cities
- 3-2 Calligraphy exhibits
- 4- 4 workshop (Dance, embroidery, calligraphy)
- 5- Bazar
- 6- Tribute to Mahmoud Darwish



**2025**

- 1- Collaboration with NB public library service
- 2- Tribute to Fairouz concert
- 3-4 Calligraphy exhibits
- 4- 2 experiences
- 5- 2 Tribute to Nizar Qabbani
- 6- First Panel of Atlantic Arab authors
- 7- First Gala

# ARAB HERITAGE FESTIVAL 2025

The program: Fairouz- Melody of Time and Tales



The Arab Culture Club presented its first music production “Fairouz- Melody of Time and Tales” as a tribute to the famous Lebanese iconic singer in collaboration with 4 musicians from New Brunswick and 2 from Nova Scotia. The event featured story telling about Fairouz’s journey accompanied by a selection of her songs with new arrangements.

April 25- Centre des arts et de culture Dieppe

**Audience: 140**

**Artists: 6**

**Partners: 1**

“ Fusion d’élégance, de talents et de complicité ✨ Severine ”

“ The event was well organized and the band had a great performance. I wished it was longer! ”



# ARAB HERITAGE FESTIVAL 2025



The program: Whispers of love -Tribute to Nizar Qabbani (2 events)

Two trilingual poetry readings in Arabic, English and French accompanied with live music and Arabic Calligraphy were presented in Moncton and Fredericton paying tribute to the great Syrian poet Nizar Qabbani. At the end of each event, a spectator won the piece of Arabic Calligraphy art created live.

April 19 - Charlotte Street Arts Center- Fredericton

April 27 - Aberdeen Center Moncton (Partnership with FRYE festival)



**Audience: 50**

**Artists: 5**

**Partners: 2**

# ARAB HERITAGE FESTIVAL 2025

The program: Sips and Bites

This event presented a hands on experience with culinary art. Sips and bites introduced the audience to different types of Arab sweets and drinks and engaged participants with a fun trivia.

April 5 - Resurgo Place Moncton



“I had such a wonderful time at this event - delicious treats and drinks and met some great people! Thank you”

Alison

“Thank you for taking us on a journey to the flavours of Arab Culture Participant”

**Audience: 25**



# ARAB HERITAGE FESTIVAL 2025

The program: Arab Heritage Stitched



This workshop unleashed the creativity of participants through inspiring Arab patterns and fabrics. Participants learned about the history of Arab fashion, explored different traditional Arab outfits, and created their own design

April 12 - Moncton Public Library



**Audience: 14**  
**Artists: 1**

# ARAB HERITAGE FESTIVAL 2025



The program: Conversation with Atlantic Arab Authors

In partnership with Frye Festival, the Arabic Canadian Book Fair and the Moncton Public Library, Reham Teama moderated a panel of 3 Atlantic Arab Authors from Moncton, Fredericton and Halifax. The discussion sparked interest in 3 different forms of Arabic literature (Novels, poetry and Children books).

April 26 - Moncton Public Library



**Audience: 21**

**Artists: 4**

**Partners: 3**

# ARAB HERITAGE FESTIVAL 2025

The program: Names and meanings (2)



20 pieces of Arabic Calligraphy, featuring 20 Arabic names and accompanied with the meanings of the names, were presented in special exhibits in Fredericton and in Dieppe.

April 1-19 - Charlotte Street Arts Center - Fredericton (opening April 6)

April 20- May 31 - Centre des arts et de culture Dieppe (Opening April 22)



**Audience: 550**

**Artists: 1**

**Partners: 2**

# ARAB HERITAGE FESTIVAL 2025

The program: Other Calligraphy exhibits (2)



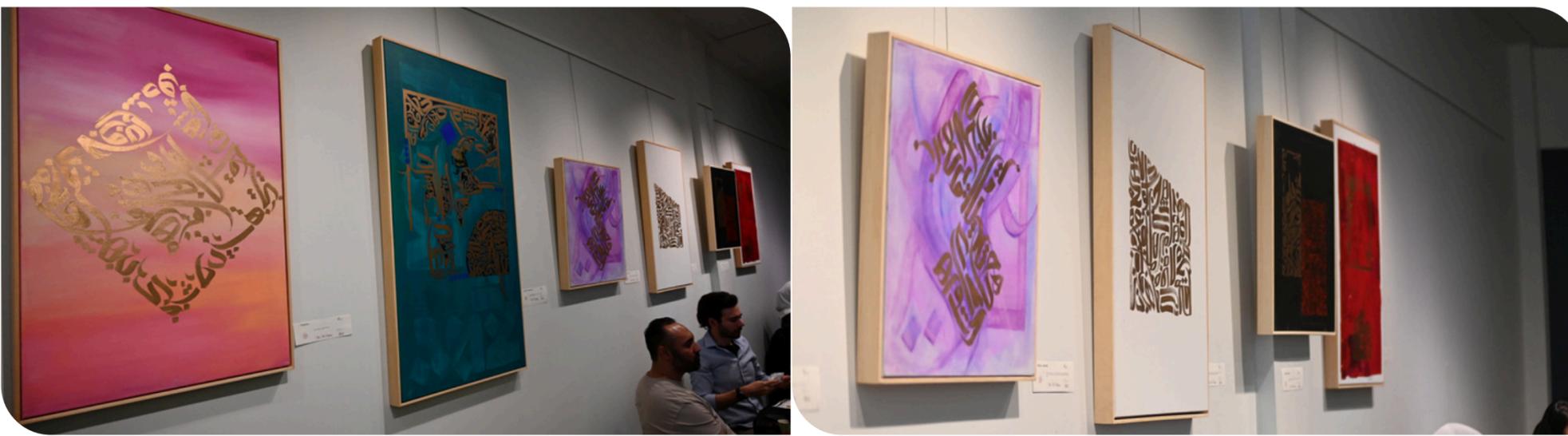
Arabic Calligraphy was also experienced through 2 exhibits in Moncton and Dieppe.

## ***Between Two Worlds***

April 1-19 - Centre des Arts et de culture Dieppe

## ***Meet me halfway***

April 1-14 - Resurgo Place - Moncton



**Audience: 300**

**Artists: 2**

**Partners: 2**

# ARAB HERITAGE FESTIVAL 2025

The program: World of Tales Gala

The Festival was closed by a prestigious gala that celebrated the achievements during the month. The event was attended by Minister Rob McKee, Ambassador of Tunisia in Canada, and representative of the City of Dieppe as well as many community leaders. Elder Donna Augustine from Elsipogtog First Nations blessed the night by closing with a gratitude song and prayer.

May 2 - Crown Plaza Moncton



“ I really enjoyed the “A world of Tales” closing Gala ...Big thanks to everyone who made the evening so special  
Heba ”

“ First Nations blessed the night by closing with a gratitude song and prayer. ”

Merci pour cette magnifique soirée! Félicitations à toute l'équipe derrière l'organisation du Festival. Vous faites rayonner de précieux moments culturels dans notre communauté!

Melyssa ”

**Audience: 63**

**Artists: 4**

# ARAB HERITAGE FESTIVAL 2025

The program: Arab authors in NB public libraries



In collaboration with New Brunswick Public Library Service, 36 New Brunswick Public libraries participated in the initiative “Arab authors in NB public libraries” during April.

This initiative features 88 authors with 414 circulations.

**Audience: 414**

**Artists: 88**

**Partners: 1**



# ARAB HERITAGE FESTIVAL 2025

By numbers



**12 activities**

**18 artists**

Performed or shared their talents with the community

**15 Volunteers**

Supporting planning, logistics and delivery

**Out of province**

Artists and organizations participated from outside NB: Arabic Canadian Book Fair  
Musicians and author from Halifax

**3 cities**

Hosted events and received visitors from different cities within NB

**\$80K funding**

Grants & sponsors

**18 partners**

Community organizations , business owners

# OUR AUDIENCE



## Audience was highly satisfied

*90% of respondents to surveys rated their experience at the events as 4&5 on a scale from 1 to 5*

### Social media followers\*

- 365+ accounts on Facebook and IG
- Facebook: Growth + 293%
- Instagram: Growth + 96%

### Social media reach

- Facebook: Growth +2.3K% (149k)
- Instagram: Growth +385% (19K)

\*From March 15 to May 10 2025



## OUR AUDIENCE

## What they said ....



“

*I'm grateful to have come across the Arab Heritage Festival- a space that not only speaks to a shared heritage but also invites deeper thinking about identity, belonging, and the meaning of home. Attending the activities reawakened my connection to my roots and reminded me of the strength, resilience, and richness of our Arab heritage. It's encouraging to see such thoughtful contributions, that are not only affirming but necessary. I look forward to the next adventure alongside you all. Thank you again for your work”*

*Mona*

”

# OUR IMPACT



- Fostered cultural exchange and promoted intercultural understanding within the community by engaging artists, organizations and participants from different backgrounds (Acadian, indigenous, Arab, non Arab, etc.) in activities that reflect Arab culture and heritage.
- Created a space for Arab Arts and culture within New Brunswick and provided the opportunity to experience Arab culture to community members from various backgrounds and age groups. This has contributed to increased awareness of how rich and diverse Arab Culture is, and how it nicely blends with other cultures through fusion activities and events
- Facilitated diverse and vibrant events in New Brunswick, fostering collaborations between artists and organizations on local, provincial, and national levels.
- The events initiated connection and collaboration with indigenous culture by inviting Elder Donna Augustine from Elsipogtog FN to close the festival
- Promoted the talents of artists from New Brunswick, Nova scotia, and Arab authors from all over the world

# OUR IMPACT



- Integrated Arab Culture (literature) within a well-established literary event in Moncton (Frye Festival) through partnership and integration of the trilingual poetry night and the panel of Atlantic authors into Frye's program. Presenting Arab poetry in the 2 official languages brought Arab culture closer to the community and removed language barriers to experiencing multiculturalism and diversity.
- Enhanced access to diverse, high quality artistic presentation (concert)
- The festival's content and social media related content was presented in English and French, besides Arabic, in order to remove the language barrier towards increased awareness of Arab heritage and culture

# MARKETING PLAN



## I. Target Audiences:

- Arab community in Atlantic Canada
- Broader Canadian public
- Potential sponsors
- Local and international dignitaries
- Politicians and media

## II. Geographic Focus:

- New Brunswick
- Nova Scotia
- Prince Edward Island.

### Primary Channels

- Meta Business (Facebook/Instagram),
- Email Marketing,
- Direct Outreach,
- Social Media, Facebook and Instagram Videos
- Event planning

# MARKETING PLAN



## III. Promotion and Ad campaigns:

- Pre – festival Teaser Video Campaign: Cultural Diversity & Sponsorship Outreach
  - Objective: Build anticipation, celebrate Arab cultural diversity, and attract sponsors
- During festival – Marketing
  - Objective: Drive attendance and engagement for each event
- Post-Festival– Marketing
  - Thank you posts

## IV. Social media content creation

- Overall, Meta Campaign Performance Analysis
  - Facebook Organic Results: Facebook reach more than doubled compared to 2024, and total clicks increased by 28%, with 401,434
  - Instagram Organic Results: 44% increase in reach compared to 2024, with (44,378)

# MARKETING PLAN



## V. Media

- Objective: Increase awareness of the festival and the club's mission: Reached out to 34 media outlets → Secured 4 interviews (English, French and Arabic) and obtained 2 live coverage opportunities.

## VI. Email Marketing & Community Re-engagement

- **Objective:** Reconnect with previous attendees and attract sponsors
  - Email Campaign Performance Analysis and Benchmark (February 1 – May 31, 2025): The open rate for our email campaigns was 59.5%, which is well above the typical nonprofit and art club benchmark range of 28% to 47%.
  - Our click rate is 13.8%, which far exceeds the industry average of 2.5% to 4%

## VII. Government & Diplomatic Outreach

- **Objective:** Elevate festival prestige and community representation: Attendance of Ambassador of Tunisia and Minister Rob McKee

# ANNEX



# FUNDERS

- Canada Council for the Arts
- Canadian Heritage
- City of Moncton
- City of Fredericton



Canada Council  
for the Arts

Conseil des arts  
du Canada

Financé par le  
gouvernement  
du Canada

Funded by the  
Government  
of Canada

Canada 



MONCTON

*Fredericton*

# COMMUNITY PARTNERS AND SPONSORS



- Centre des arts et de la culture Dieppe
- Frye Festival
- Charlotte Street Arts Center
- Resurgo Place
- Moncton Public Library
- New Brunswick Public library services
- Arabic Canadian Book Fair
- Moncton House of Calligraphy
- Heba Fouad Designer

- Atlantic Lottery Corporation
- Abrys Studio
- Baton Rouge- Crown Plaza Moncton
- Alaa Fayyad Photography
- Markanit Consulting
- NB Neuro Center -Dr. Chadi Darwish
- Dr. Samad Prof Corp.
- Nalida Timani Realtor
- Blue Olive

# SPONSORS & PARTNERS



# ARTISTS



## New Brunswick

- Hala Ali
- Heba Fouad
- Reem Fayyad
- Kayla Geitzler
- Jean-Philippe Raiche
- Nada Hammami
- Rana Ighbariah
- Loqman Dali Youcef
- Jad Sughayar
- Alaa Fayyad
- Amine Saasai
- Aziz Siaghi
- Lina

## Nova Scotia & Ontario (and Beyond)

- Simon Al-Ackhar
- Salwa Al-Ackhar
- Mina Maher George
- Reham Teama
- Bayrem Tounsi
- 88 Arab authors explored in NB Public libraries

“

“It was a pleasure and honor to collaborate, thank you for making arabic culture seen, appreciated and loved in New Brunswick 🇸🇨”

Nada

”

# VOLUNTEERS



- Karim El-Hilali
- Malia Annad
- Firas Nassereddine
- Amna Abdenmour
- Lubna Khoury
- Rana Sughayyar
- Ibrahim Jaber
- Laila Emad
- Ghita BenSaleh

- Neila Goumiri
- Ammar Younus
- Farah Ait Ali
- Sophia Zineddine
- Salim Gharroudi
- Reem Fayyad



**THANK YOU**

