



ARAB HERITAGE FESTIVAL REPORT

A P R I L 2 0 2 6

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



2026

- 1- Collaboration with NB public library service
- 2- Tribute to Layla Mourad & Shadya
- 3-Calligraphy workshop
- 4- Sips & Bites - Weddings
- 5- Journey - Children program
- 6- Qasida Flamenca
- 7- Film screening

ARAB HERITAGE FESTIVAL 2026

The program: Sponsorship networking event



The Arab Culture Club presented invited former and prospective partners and sponsors to a networking evening to reflect on the success of the iterations of the Arab Heritage Festival since 2022, and to invite them to partner with the club for the 2026 edition.

February 20- Resurgo Place



Audience: 20
Volunteers: 3

ARAB HERITAGE FESTIVAL 2026

The program: The Grand Reveal (Kick off)

The Arab Heritage Festival was launched with The Grand Reveal. The evening opened with a prayer from Mi'kmaq Elder Joan Milliea, honouring the land and setting the tone for a month of connection, dialogue, and celebration. Dozens of community members, artists, and partners came together to discover this year's lineup.

March 25- Loft331 Moncton



Audience: 25

Artists: 1

volunteers: 4

“The magic of Arab culture is that it acts as a bridge between peoples. We love sharing and being at the crossroads of cultures.” Reem Fayyad

”



ARAB HERITAGE FESTIVAL 2026

The program: Sips and Bites- Wedding Tradition

An evening where flavors tell love stories. Guests stepped into the enchanting world of Arab weddings, through an immersive experience combining music, dance, food, drinks and henna with a decor that took the audience on a journey through the diverse traditions of weddings in different Arab regions.

April 11 - Aberdeen Centre- Moncton



Audience: 35

Artist: 1

Partner: 2

volunteers: 10

“Bravo, c’était un superbe soirée!
Hâte d’assister aux prochains
événements”
Hiba B.



ARAB HERITAGE FESTIVAL 2026

The program: Meshwar- Journey to Arab Culture

This activity gave the families and their children the chance to immerse in the rich and diverse cultures of the Arab through interactive, hands-on activities. In this event, they had the chance to enjoy the richness of Arab heritage through music, calligraphy, traditions, language and games.

April 12 - Resurgo Place Moncton



Audience: 78

Artists: 6

Partners: 1

Volunteers: 10

“The event was wonderful, especially the supervisors who did their utmost to teach Arabic to the children, and their smiles never left their faces; so, thank you very much for this organization.”
Parent



ARAB HERITAGE FESTIVAL 2026

The program: Tribute to Layla Mourad & Shadya

The Arab Culture Club presented “Sounds from Damascus”- An Ontario based ensemble of 4 singers from Syria who took the audience on a breathtaking tribute to legendary icons Layla Mourad and Shadia.

The event was attended by Minister Robert Gauvin and various community organizations

April 18- Centre des arts et de culture Dieppe



Audience: 118

Artists: 10

Partners: 2

Volunteers: 9

“Magnifique soirée! Bravo aux artistes et à l’organisation” (H. Benjalloun)
“It was a wonderful evening filled with beautiful music and lovely songs”
K. Badrezzamane



ARAB HERITAGE FESTIVAL 2026

The program: Dancing letters- Arabic Calligraphy workshop



This workshop allowed participants to explore the curves of Arabic calligraphy. Participants learned how to use the special tools to draw the different letter forms. From first strokes to elegant flourishes, participants did a fantastic job discovering the beauty of Arabic calligraphy. The focus, the laughter, and the stunning results proved that this timeless art truly speaks to the soul.

April 19 - Art Time Moncton

Audience: 5

Artists: 1

Partners: 1

Volunteers: 2

“My experience is similar to the first glimpse into the mechanism of a pocket watch—you cannot believe the complexity contained in such a small object.”
Hubert Theberge



ARAB HERITAGE FESTIVAL 2026

The program: The Desert Rocker - Film screening

The festival screened “The Desert Rocker (presented by Toronto Arab Film Festival) – a portrait of Hasna El Becharia, an Algerian icon and Gnawa pioneer. Screening was followed by a powerful discussion + live performance of Gnawa music by Amine Saasaai (Morocco).

April 25 - Centre des arts et de culture Dieppe



Audience: 48

Artists: 1

Partners: 1

Volunteers: ?



ARAB HERITAGE FESTIVAL 2026

The program: Qasida Flamenca

The festival presented a musical and poetic project inspired by Mediterranean sounds and the rich traditions of the Maghreb and Andalusia. Rooted in Arab, Berber, and Francophone heritage. The project brought together flamenco guitar, flamenco dance and classical Arabic poetry in a unique artistic dialogue, exploring universal themes such as love, exile, spiritual quest, and memory.

April 26 - Aberdeen Center Moncton (Partnership with FRYE festival)



Audience: 90

Artists: 8

Partners: 1

Volunteers: 5

“ La musique, la danse, les explications des présentateurs, tout était bien préparé. C'était super.

”

ARAB HERITAGE FESTIVAL 2026

The program: Festival Finale - Celebrating our roots

Following the “Qasida Flamenca” the evening continued bringing the community together to reflect on the rich cultural journey we have shared throughout the festival. Minister Claire Johnson shared her remarks as the gathering highlighted the results of the Arab heritage festival 2026, and featured moments of appreciation for the artists, partners, and community members who made this festival possible. Elder and Knowledge holder Joan Milliea from Elsipogtog First Nations blessed the night by closing with a gratitude prayer.

April 26 - Aberdeen Centre Moncton



Audience: 30

Artists: 1

Partners: 1

Volunteers: 5

“

Pour ma part, la cinquième édition du Festival du patrimoine arabe aura été ma première, et je peine à trouver les mots pour exprimer ma reconnaissance à l'équipe du Club arabe.

H. T

”



ARAB HERITAGE FESTIVAL 2026

The program: Arab authors in NB public libraries



In collaboration with New Brunswick Public Library Service, 35 New Brunswick Public libraries participated in the initiative “Arab authors in NB public libraries” during April. This initiative features 86 authors with 352 circulations.

Audience: 352

Artists: 86

Partners: 1



ARAB HERITAGE FESTIVAL 2026

By numbers



10 activities

27 artists

Performed or shared their talents
with the community

25 Volunteers

Supporting planning,
logistics and delivery

Out of province

Artists and organizations participated from
outside NB: Musicians & film festival from
Ontario, Dancer from Nova Scotia

2 cities

Hosted events and
received visitors from
different cities within NB

\$30K funding

Grants & sponsors

16 partners

Community organizations ,
business owners

OUR AUDIENCE



Social media followers*

- 327+ accounts on Facebook and IG
- Facebook: Growth + 366%
- Instagram: Growth + 536%

Social media reach

- Facebook: Growth +1.5K% (220k)
- Instagram: Growth +3K% (58K)

*From March 1 to May 10 2026



REACH & IMPACT



FACEBOOK

VIEWS

221,678

VIEWERS

76,514

ENGAGEMENT

PAGE

6,923

LINK CLICKS

2,244

INTERACTIONS

2,361

101,986

ORGANIC
VS
ADS

119,692

FOLLOWERS

65,745

NON-FOLLOWERS

144,706

REACH & IMPACT



INSTAGRAM

VIEWS

58,341

REACH

17,545

ENGAGEMENT

PAGE

1,350

LINK CLICKS

1,101

INTERACTIONS

1,483

30,269

ORGANIC
VS
ADS

28,072

FOLLOWERS

20,611

NON-FOLLOWERS

37,664

OUR ARTISTS

What they said



“

It was truly an honour to be part of this amazing festival. We loved every moment we spent in New Brunswick—thank you for this beautiful opportunity and warm hospitality.

Sounds from Damascus

Je tiens également à remercier chaleureusement le Club de la culture arabe pour sa confiance, son soutien et son engagement envers ce projet artistique et culturel. Leur appui a grandement contribué à la réalisation de cette initiative dans un esprit de collaboration et d'ouverture culturelle. (Loqman Dali Youcef)

”

OUR PARTNERS

What they said



“

Merci à toute l'équipe du Festival du patrimoine arabe pour cette magnifique collaboration et pour ce festival rassembleur, vibrant et inspirant

Le CACD est fier de contribuer à bâtir des ponts entre les cultures et les communautés à travers les arts.

Thank you for this beautiful partnership and for celebrating diversity, dialogue, and community through arts and culture. Looking forward to 2027!

Centre des arts et de culture Dieppe

”

OUR PARTNERS

What they said



“

*Thank you for including us in such a beautiful celebration of culture
and community*

*We're truly grateful to have been part of the 2026 Arab Heritage
Festival and loved connecting with everyone. Looking forward to more
collaborations together
Art Time Moncton*

”

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 Joan Milliea from Elsipogtog FN to open & close the festival
- Promoted the talents of artists from New Brunswick, Ontario, 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 Arabic poetry blended with fusion Flamenco music and dance into Frye's program.
- 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

Each moment was more than an activity—it was a doorway into a living, breathing culture.

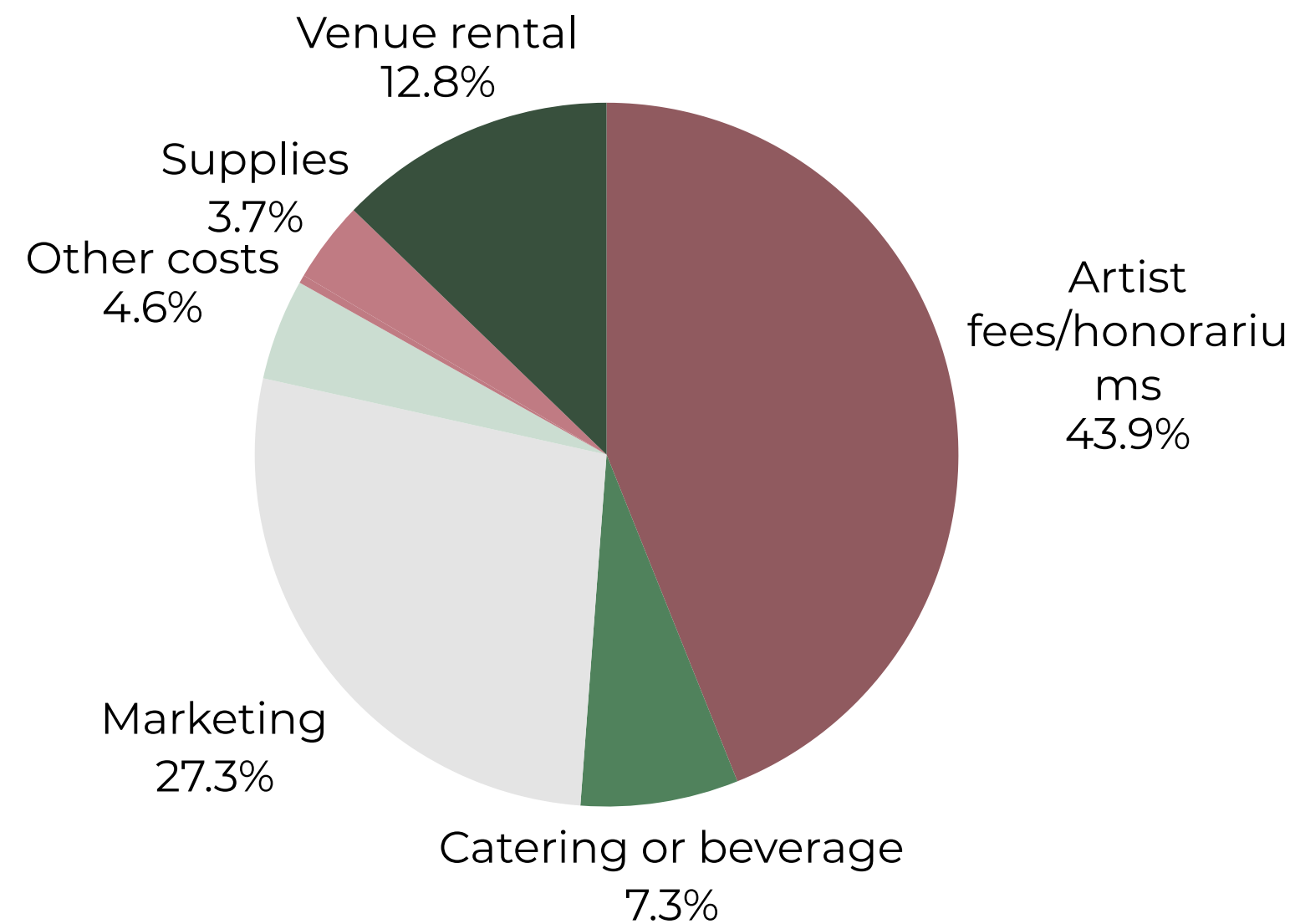


Chaque moment était plus qu’une simple activité — c’était une porte ouverte sur une culture vivante et vibrante.

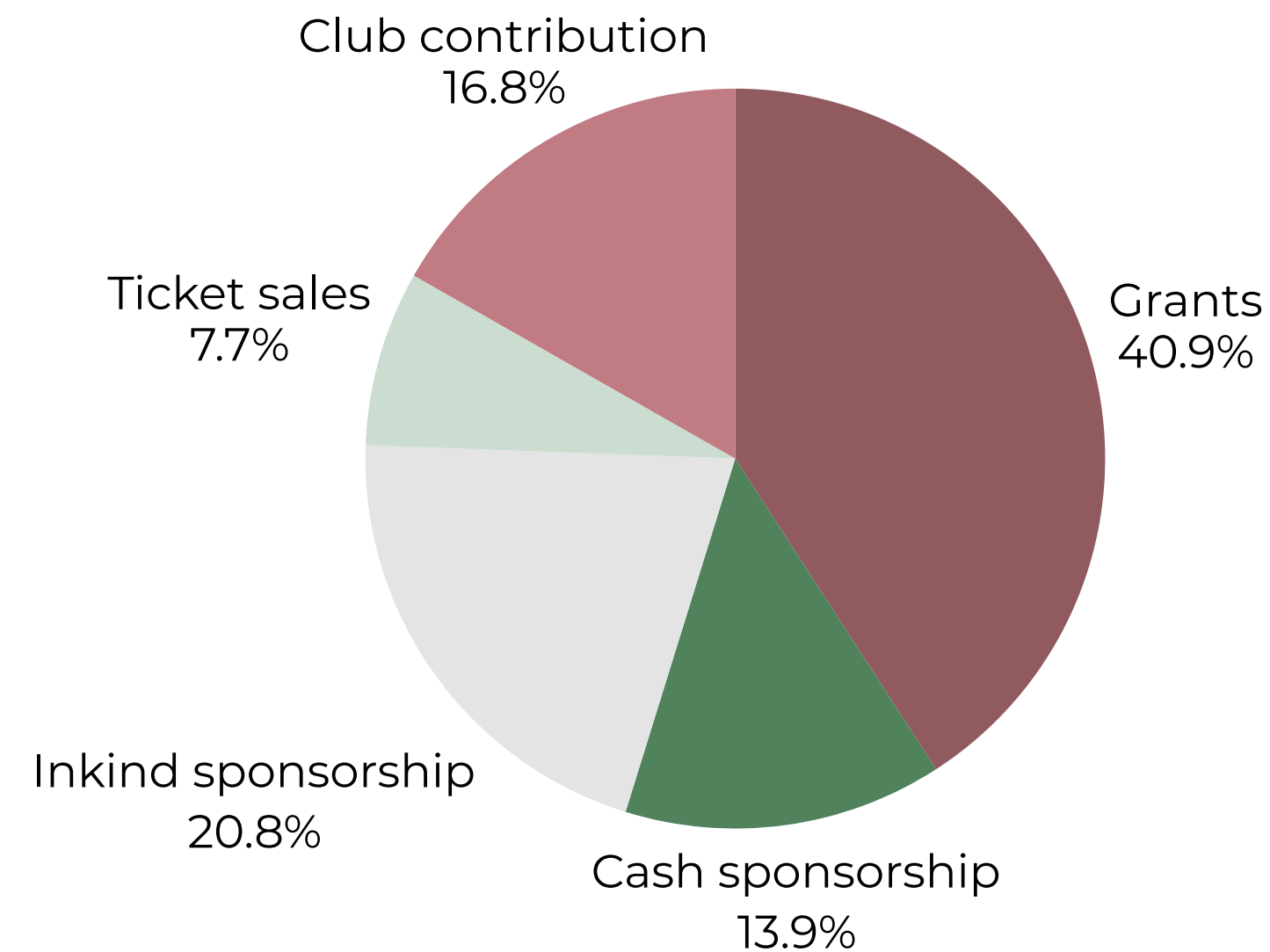


BUDGET

Total expenses: 53,840



Total revenues: 53,840



ANNEX



FUNDERS

- Canadian Heritage
- City of Moncton



Financé par le
gouvernement
du Canada

Funded by the
Government
of Canada

Canada



MONCTON

COMMUNITY PARTNERS AND SPONSORS



- Aberdeen Cultural Centre
- Centre des arts et de la culture Dieppe
- Frye Festival
- Resurgo Place
- New Brunswick Public library services
- Art Time Cafe

- Atlantic Lottery Corporation
- Baton Rouge- Crown Plaza Moncton
- Alaa Fayyad Photography
- Sun Life
- Down Town Moncton
- Dr. Samad Prof Corp.
- Blue Olive
- Safir Moroccan Hamma & Spa

SPONSORS & PARTNERS



**DR. SAMAD
PROF. CORP**



BLUE OLIVE
RESTAURANT



ARTISTS



New Brunswick

- Hala Ali
- Bahia Chehab
- Reem Fayyad
- Loqman Dali Youcef
- Chirstopher Marsereau
- Jacques Dancaus
- Lucie Savoie Pargiter
- Jad Sughayar
- Amine Saasai
- Crafts vendors (6)

Nova Scotia & Ontario (and Beyond)

- MariA
- Sounds from Damascus (10 musicians)
- Toronto Arab Film Festival
- 88 Arab authors explored in NB Public libraries

“Je tiens également à remercier chaleureusement le Club de la culture arabe pour sa confiance, son soutien et son engagement envers ce projet artistique et culturel. Leur appui a grandement contribué à la réalisation de cette initiative dans un esprit de collaboration et d'ouverture culturelle.

Loqman D. Youcef

”

VOLUNTEERS



Houda El Houari
Malia Annad
Lamyae Mabchour
Kanza Lamfaoued
Kaoutar Hajjami
Zina Al Jaraatli
Jeff Bate Boerop
Naila Goumiri

Amal Kilani
Salim Gharroudi
Salma Mestor
Layla
Reem Fayyad
Meriam Choukri
Emna Lajili
Sumayya Abdullah

Ammar Yunis
Mawj Yunis
Lana Yunis
Mona Abi Nader
Hubert Théberge
Faisal Hariri
Alaa Fayyad
Sofia Zineddine
Farah Ait Ali

THANK YOU

