

## PRESS RELEASE

### Abdul Latif Jameel recognized for excellence in advertising at global Clio Awards in New York

- *Abdul Latif Jameel selected from thousands of entrants for prestigious Clio Awards*
- *Award-winning video celebrates Abdul Latif Jameel's partnership with Saudi Arabia Paralympic Committee*

**Jeddah, Saudi Arabia – June 5, 2018** Abdul Latif Jameel has been honored in the prestigious annual Clio Awards for high achievement in sports communications. The accolade - the bronze award in the “Social Good” category - recognizes Abdul Latif Jameel's “Unsung Heroes” video, which celebrates its partnership with the Saudi Arabia Paralympic Committee.

Commenting on the awards, Martin Copus - Head of Sponsorship at Abdul Latif Jameel - said, “We are delighted to be recognized by the prestigious Clio Awards, and immensely proud not only of the winning video created by the Abdul Latif Jameel team, but also the Saudi Arabian athletes that it honors. We named the film ‘Unsung Heroes’ in recognition of the huge commitment to sport that disabled athletes make, every day, all over the Kingdom. We hope this goes some way to giving them the credit and visibility they deserve.”

Copus added, “As one of the thousands of entrants globally, we are delighted to have been among the few honored with an award and to represent Saudi Arabia amongst the 19 nations recognized this year.”

The winning “Unsung Heroes” video was first showcased during the Opening Ceremony of the first Saudi Arabian Paralympic Games in November 2017, sponsored by Toyota, and was later shown at the Jeddah International Motor Show, accompanying a wheelchair basketball demonstration by the Jeddah Club paralympic athletes.

The Clio Awards are prestigious international communications awards, established over 50 years ago to celebrate high achievement in advertising and creative talent that pushes the boundaries and establishes new precedent.

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#### **About Abdul Latif Jameel**

Abdul Latif Jameel refers broadly to distinct separate and independent legal entities whose interests encompass automotive distribution, auto parts manufacturing, financial services, renewable energy, environmental services, land and real estate development, logistics, electronics retailing and media services. Abdul Latif Jameel positions itself as a preferred business partner primarily for inward investment into the Middle East, North Africa and Turkey (MENAT) region. For more information, please visit: [www.alj.com](http://www.alj.com)

**For more information, please email us at [media@alj.ae](mailto:media@alj.ae) or call +971 4 448 0906 (+4 GMT - Dubai, UAE).**