



# Zafari animated show promotes diversity and tolerance

Spacetoon TV has premiered *Zafari*, an 11-minute animated series on the first children's TV channel in MENA.



*Zafari* animated show promotes diversity and tolerance.

*Zafari* reinforces the values of friendship and accepting others in a humorous manner through creative storytelling and unique characters, including a baby elephant with zebra skin, a lion with flamingo feathers and many more, that were magically born in the skin of other animals.

*Zafari* is a unique TV show which has its own rights, and showcases creativity in combining the shapes and skins of different animals to create beautiful and unique characters.

Fayez Al Sabbagh, president of Spacetoon Group said, "We believe that this year is the perfect year to broadcast *Zafari* as we sensed a strong bond between the moral of the series and the theme of the year of tolerance in UAE. We've chosen to join forces to promote the nation's vision of prosperity and stability in the region."

He added: "At Spacetoon, we take our responsibility in teaching children to transcend tolerance into a higher level, which is the embracement of the unique difference in society, and there is no doubt that the cartoon is one of the powerful tools to deliver this message directly to children and plant the seeds of tolerance in their minds."

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