

ARABOH.com & Al-Jazeera Children's Channel Pair Up For Worldwide Distribution

Sarah Radwan is an Egyptian raising her children, 3 and 4 years old, in the United States. Sarah has always had trouble finding quality Arabic educational materials that can teach her children to love the Arabic language. "They are at a young age in a non-Arab country, with all the wonderful English cartoons and animated movies. It's not easy for them to be convinced and interested in Arabic here," explains Radwan. "Although we only speak to them in Arabic at home, they go to preschool everyday so I used to worry about maintaining their Arabic in the future. Until I found the cartoons & programs on Al-Jazeera Children's Channel, which are so colorful, creative and interesting. Finally something that can compete with all the great English programs out there."

Unfortunately, Sarah Radwan and her family cannot access Al-Jazeera Children's Channel on any of the US cable or satellite networks, "we can only watch the small screen of recorded episodes on the website." That's why ARABOH.com and Al-Jazeera Children's Channel have paired up to distribute the newly released and highly sought-after cartoon DVDs all over the world.

As an online bookstore, ARABOH.com reaches families and educators all over the world. Since becoming a distributor of Al-Jazeera Children's Channel DVDs in late September 2009, ARABOH.com has sent DVD orders to customers everywhere from Canada and the United States, to New Zealand and Singapore.

Jinanne Tabra, Founder and Managing Director of ARABOH.com is not surprised that the DVD titles have been so popular. "The Al-Jazeera Children's Channel DVDs are quality learning resources with huge appeal to children, regardless of their Arabic proficiency," says Tabra. "At ARABOH.com, we have carefully reviewed thousands of Arabic educational products. The fact that Al-Jazeera Children's Channel has created authentic Arabic characters and storylines, and the fact that all their material is produced in classical Arabic rather than a local dialect, really makes for first class educational materials."

The ARABOH.com and Al-Jazeera Children's Channel collaboration is a promising one. Both organizations are focused on offering safe, high quality Arabic language resources to their customers. Al-Jazeera Children's Channel is a non-profit organization based in Education City in Qatar, and ARABOH.com donates a portion of its annual profits each year to charities that aid children in the Arab world. DVDs and other Arabic educational products can be purchased online at www.ARABOH.com.