



## ***Bokra The Film*, Starring Quincy Jones and Region's Leading Artists, Set to Make its World Premiere at Dubai International Film Festival**

- *Documentary based on 'Tomorrow-Bokra', one of the most successful charity songs ever made in the Middle East, celebrating the positive impact arts can have on the lives of millions of disadvantaged youth*
- *Directed by Emirati filmmaker Ahmed Abdulqader and produced by Quincy Jones, Emirati social entrepreneur Badr Jafar and Emirati director Ali F Mostafa*
- *Presented by Global Gumbo Group, Bokra The Film stars some of the region's top musical artists including Kadim Al Saher, Tamer Hosny, Sherine Abdel Wahab, Fayez Al Saeed and many more.*

**Dubai, UAE. 26 November, 2014:** *Bokra The Film*, a feature length documentary showcasing the evolution of the hit charity song and music video 'Tomorrow-Bokra', and the broader impact of the arts on the lives of disadvantaged youth, is set to make its world premiere at the Dubai International Film Festival (DIFF) on closing night, 17 December, 2014 at the Madinat Souk Theatre in the Madinat Jumeirah Hotel.

Presented by Global Gumbo Group (G3), directed by Emirati filmmaker Ahmed Abdulqader and co-produced by the multi Grammy Award winning music producer Quincy Jones, Emirati social entrepreneur Badr Jafar and Emirati director Ali F Mostafa, the English and Arabic documentary *Bokra The Film* will take viewers on a journey across the Middle East from Morocco to Jordan with behind the scenes footage of the song's creative process and the inspiring stories that demonstrate the power that the arts can play in the lives of disadvantaged youth and those in worn-torn nations.

"I am enormously proud that the people of the Middle East and North Africa so warmly embraced the themes expressed in 'Tomorrow - Bokra' and I can think of no better place to premiere the film of the making of this historic recording than the Dubai International Film Festival. As with the recording of the 'Bokra' song and music video, I know that *Bokra The Film* will continue to prove my belief in the power of music and the arts to bring people together for the betterment of mankind," said Quincy Jones.

'Tomorrow-Bokra', an Arabic re-adaptation of Jones' Grammy-award winning song 'Tomorrow (A Better You, A Better Me)', was released in November 2011 debuting at number 1 on the charts and went on to become one of the fastest selling Arab songs of all time viewed over 11 million times on You Tube. The charity single featured 24 of the region's top artists from 16 nations across the Middle East and North Africa singing with one voice for a better tomorrow, including Majida El Roumi, Kadim Al Saher, Marwan Khoury, Sherine Abdel Wahab, Tamer Hosny, Saber Rebai, Latifa, Fayez Al Saeed and many more. International superstar Akon also lent his vocals to the track while Shakira, who is of Lebanese descent, recorded a special introduction to the music video.

All proceeds from the song were donated to various charities and initiatives that were targeted to towards the regions youth; with a special focus on developing culture and arts. The beneficiaries included the



World Food Programme, Abu Dhabi Music and Arts Foundation and Save the Children's innovative HEART program, which stands for Healing and Education through the arts. The film highlights HEART following its development into a programme that gives children an outlet for expression through art. To date HEART has supported 33 schools, 90 teachers and 4,000 children throughout Jordan and Palestine.

"It is an honor for *Bokra The Film* to make its debut in my home of the UAE and at such an influential platform for the regional film industry. It is my hope that by showcasing the positive influence music and film can have on disadvantaged youth that more people will unite in the power of the arts to truly make a difference," said director Ahmed Abdulqader on his debut feature.

"I have been close to the 'Tomorrow-Bokra' project since it was just an idea. To see what it has achieved from the very beginning is incredible, and I knew when Badr asked my thoughts on producing a documentary about the importance of art, that it was the ideal subject. It has been an honor working with the talented debutant Emirati filmmaker Ahmed Abdulqader, in bringing *Bokra The Film* to its world premiere at our beloved Dubai International Film Festival," said Emirati director Ali F Mostafa.

Held under the patronage His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President & Prime Minister and Ruler of Dubai, and under the honorary chairmanship of His Highness Sheikh Ahmed bin Saeed Al Maktoum, DIFF is the leading film festival in the region. Since its inception in 2004, DIFF has established itself as an influential platform for Arab filmmakers and talent at an international level, by spearheading the cinema movement in the region.

To be a part of the conversation, follow [@BokraTheFilm](https://twitter.com/BokraTheFilm) on Twitter.

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#### **About Global Gumbo Group**

G3, a subsidiary of Crescent Enterprises, is first of its kind, cross-cultural music and entertainment company with offices in Dubai and Los Angeles. Founded by legendary music producer Quincy Jones and Emirati social entrepreneur Badr Jafar, the company is launching a series of initiatives and productions that will change the future of the music industry and live entertainment in the Middle East and North Africa. [www.globalgumbogroup.com](http://www.globalgumbogroup.com)

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