

Eton Institute



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[Better U 2010 – A Community Event Organised by Eton Institute, to Feature Hundreds of Free Activities, Prizes and Live Performances on 29th May:](#)



Dubai, 11 April 2010 – Eton Institute, a leading Dubai-based training institute offering over 100 Languages, Teacher Training and Computer Training, announced that they would be hosting the annual **Better U – 2010 | Mind, Body and Soul** open event this May which will feature over a 100 free activities, prizes and live performances for all members of the public. The non-profit CSR (Corporate Social Responsibility) event will be held on **Saturday, 29 May 2010** in partnership with **Dubai Knowledge Village** and will be free to participate for both individuals and organizations.

Dr. Ayoub Kazim, **Executive Director of Dubai Knowledge Village** and Dubai International Academic City, [members of TECOM Investments], said: “As the region’s leading knowledge clusters, it is our ethical responsibility to contribute to the community by supporting initiatives that encourage holistic learning. The **‘Better U – 2010 | Mind, Body and Soul’** event aims to engage the community in fruitful initiatives. We commend Eton Institute, one of the leading training and development centres in Dubai, for this novel concept which we believe will significantly benefit organizations as well as individuals.”

A Unique Non-Commercial Event:

Better U – 2010 | Mind, Body and Soul is a unique non-commercial event which celebrates the spirit of holistic learning and development by offering free activities where people may learn a new skill and discover experiences that enrich the ‘Mind, Body and Soul’. The free activities sponsored by participating organizations include *language classes, tango and belly dancing lessons, art and craft activities, fitness training and yoga sessions, career counselling and life coaching, computer workshops and much more*. In addition to activities, the public will have the opportunity to witness live musical and cultural performances and win exciting prizes all through the day. The event will also feature prominent local and international non-profit, charity organizations that will participate on the day to raise awareness for their causes.

Dr. Eli Abi Rached, Director of Eton Institute commented: “Better U 2010 is all about learning and experiencing something you’ve never done before while having a great time with friends and family. It is an unconventional event where valuable activities and services are offered absolutely for free and attendees can literally leave their wallets at home! We are thankful to all the participating organizations and members of the community that have made this possible through their voluntary contributions of expertise and time.”

A Sequel to Better U – Mind, Body & Soul 2009:

Better U 2010 is the second of an annual event hosted by Eton Institute and Dubai Knowledge Village. The event last year witnessed attendance of over 600 Dubai residents and participation of more than 30 leading organizations including various non-profit organizations such as Al Ihsan

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Charity, Shaikha Maitha Bint Rashid Al Maktoum Centre for Special Needs, Feline Friends, Little Wings, Al Noor Centre for Special Needs and ACTED.

For more information about Better U 2010 visit www.betteru.info or email info@betteru.info. Participation of both commercial and non-profit organizations is invited and all voluntary contributions, monetary and non-monetary, will be utilized directly and entirely towards the event. Better U is a strictly non-profit event which is purely for informational purposes and no selling or exchange of cash is permitted on the day.

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About Dubai Knowledge Village (DKV):

Dubai Knowledge Village (DKV), launched in 2003, places the Middle East on the world map as the first and largest community for Human resources management professionals. The 1 KM long picturesque community provides a ready environment for a variety of knowledge-based entities which includes a diverse Human Resources Management and support organizations.

This thriving knowledge community was founded as part of a long-term economic strategy to develop the region's talent pool and accelerate its move into a knowledge-based economy.

DKV has over 450 business partners which include professional training centres, HR consultancies, linguistic centres, and assessment centres. DKV also enjoys the distinction of being the world's only Free Zone cluster totally dedicated to Human Resources Management professionals.

About Eton Institute:

Eton Institute is U.A.E's leading training & development centre offering training in over 100 Languages, Teacher Training, Computer Training, Business Skills Training and customised Corporate Training solutions.

It offers flexible timings and uniquely tailored courses to suit the learner's needs. All training is facilitated by highly qualified and experienced instructors, teaching practical skills while maintaining competitive prices for individuals and businesses.

Strategically located at Dubai Knowledge Village, the Institute offers training both in-house and onsite, leveraging considerable experience in providing solutions that fit to an individual or an organisation's needs.

For additional information please contact:

Moaz Khan
Marketing Manager
Eton Institute
Ph: +971 4 3658483
moaz@eton.ac
www.eton.ac