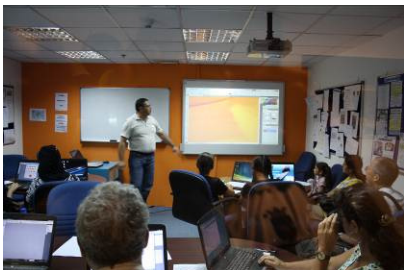


# Eton Institute



Eton

## [Better U 2010, a Community Event Organised by Eton Institute is Celebrated as a Landmark with Over 50 Organisations Offering Hundreds of FREE Activities & Prizes to Over 1500 Visitors:](#)



**Dubai, 30 May 2010** – ‘Better U 2010-Mind, Body and Soul’, an annual non-profit community event, held for the second year running on Saturday, 29 May at Dubai Knowledge Village, brought together more than 50 leading organizations that provided their services and products for free on the day for the community. This unique CSR (Corporate Social Responsibility) event organised by Eton Institute in collaboration with Dubai Knowledge Village has proven to be the landmark with no other community event conducted on a similar scale in the U.A.E.

The Better U event celebrates the spirit of learning and promotes holistic development under ‘Mind, Body and Soul’ categories, with over 100 free activities and experiences such as language classes, Computer workshops, community drumming sessions, music and dance classes, art and craft activities, drama classes, fitness training, sign language, business etiquette, cultural awareness workshops, kids’ fun language activities, neuro-feedback training, career counselling, life coaching, massage lessons, make-up lessons, and Photography to name a few!

Dr. Eli Abi Rached, Director of Eton Institute commented: “Better U is a testament to the great things that can be achieved when we all come together. The enthusiasm and spirit at the event was great with over 1500 people having a great time and leaving happier and with a ‘Better’, Mind, Body and Soul. We would like to thank all the participating organizations for offering a truly valuable experience for the community in the spirit of ‘Giving’.”

Better U 2010 with the slogan - ‘A great day to learn something new!’ offered visitors the opportunity to try a range of hands-on activities, find a leisure interest or learn a new skill. Internationally renowned and locally based organisations such as DUCTAC, Profiman, RTA (Roads and Transport Authority), Starbucks, KidzArt, Fitness First, International Dance Company, Take One, Little Hands Kids Club, Dubai Drums, Arab Business Club, DEWA (Dubai Electricity and Water Authority) and Eton Institute provided their services for free and distributed prizes and giveaways for visitors throughout the day.

Several non-profit organizations such as, Dubai Animal Rescue Centre (DARC), The Angel Appeal, Volunteer in Dubai, Take My Junk, The Green Foundation and Community Alliance Network (CAN), were also present on the day to raise awareness for their respective causes among the community. In true community spirit, visitors supported these non-profit organizations on the day by dropping off their unwanted items such as old clothes, electronics, books, toys etc. at their stands for a good cause.

If you were associated with the Better U 2010 – community event or took part in the various activities offered, you can write to [contact@betteru.info](mailto:contact@betteru.info) about your experience and give your feedback to make this event a bigger success next year. For information about Better U or other CSR initiatives and the services offered by Eton Institute visit [www.eton.ac](http://www.eton.ac) or email [contact@eton.ac](mailto:contact@eton.ac).

**\*\*Image: Pierre Abou Aad of Eton Institute, conducting a Photoshop workshop at Better U 2010\*\***