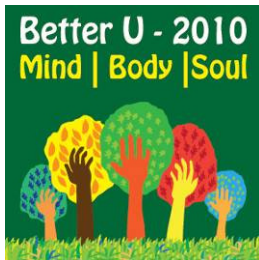


Eton Institute



Eton

Over 1500 Visitors Expected To Attend Better U 2010 – Mind | Body | Soul Community Event This Saturday at Dubai Knowledge Village:



Dubai, 24 May 2010 – Better U – Mind, Body and Soul, a unique community event boasting over 100 FREE activities and experiences this Saturday, 29 May, is expected to attract over 1500 visitors. Organised as part of a CSR initiative by Eton Institute and Dubai Knowledge Village for the second year running, visitors can experience learning a new language, practice an ancient discipline of martial arts or get expert advice from life coaches and renowned motivational speakers.

Over 40 leading organizations such as DUCTAC, Starbucks, KidzArt, Fitness First, Dubai Drums, Disruptive Play, Profiman and Eton Institute, will be offering their products or services for free on the day to the visitors. With the tagline of ‘A great day to learn something new’, this non-profit event is all about learning and experiencing something for the first time and the holistic development of your Mind, Body and Soul.

Dr. Eli Abi Rached, Director of Eton Institute, remarked: “If I could sum up the philosophy of Better U in a nutshell, it would be the phrase ‘Carpe Diem’, ‘Seize the Day!’. Better U is the only day in a year where you can experience so many amazing things, all at one place for FREE and get that great feeling when you try something for the first time or learn something new. We promise you a thrilling journey, Mind, Body and Soul this weekend.”

Packed with fun experiences, live performances, prizes and free giveaways, the event will feature a range of free activities for all ages supported by participating organizations including *language classes, salsa and zumba dancing lessons, art and craft activities, drama classes, fitness training and yoga sessions, business etiquette and cultural awareness, neuro-feedback training, career counselling and life coaching, Bodukon and EBMAS martial arts training, computer workshops, community drumming and much-much more*. A FREE crèche is also available for parents to leave their young children and participate in the activities.

In addition, the event will also feature prominent non-profit charitable organizations such as SNAP (Special Needs Awareness Program), Feline Friends, The Angel Appeal, Volunteer in Dubai, Take My Junk, The Green Foundation and Gulf for Good that will raise awareness for their respective causes. Visitors may also bring in their old clothes, toys, books, electronics or other unwanted but useful items to donate to these organizations for a good cause.

Better U 2010 will be held this Saturday, 29 May, from 10 AM to 5 PM at Dubai Knowledge Village, Block 3. This community event is absolutely FREE and will be open to all members of the public. For more information about Better U 2010 or to receive the complete activity schedule visit www.betteru.info or email contact@betteru.info.