

Eton Institute



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Press Release:

Celebrate Nowruz - Iranian Cultural Evening with the Legends of Persia at Eton Institute:

Dubai, 21 March 2012 – Influencing civilizations for thousands of years, the rich and mystical culture of Persia is one from ancient times. Eton Institute, the UAE's No. 1 language school, is hosting a free Iranian Cultural evening in celebration of the start of the sacred Iranian New Year, popularly known as Nowruz and give the community an insight on ancient Persia's intriguing culture.

Nowruz, which means 'New Day,' is the oldest of Iranian traditions dating back thousands of years. Although the tradition has originated from Iran's Mazdian and Zoroastrian past, the Nowruz celebration is neither religious nor national in nature, nor is it an ethnic celebration. Zoroastrian, Armenian and Turkish Iranians and Central Asians, celebrate the Nowruz with the same enthusiasm and sense of belonging. The day represents a new year and a new beginning, a time for family and prayers for good fortune.

Eton's Iranian cultural evening will take you back to the origins of the Iranian New Year, its traditions and ancient Persian wisdom, as well as the culture. Participants will be able to enjoy historical tales, familiarize themselves with the Persian language and observe the ceremonial table called 'Haft-Seen', a cloth of seven dishes. The number '7' has been sacred in Iran since the ancient times, and the seven dishes stand for the seven angelic heralds of life-rebirth, health, happiness, prosperity, joy, patience, and beauty.

"There is so much to learn about this ancient culture that organizing an event and celebrating Nowruz is the perfect way to increase cultural awareness. Nowruz is a very important festival that is celebrated by the Iranian community all over the world. Persian is one of the many interesting languages available here at Eton! Because of the universal appeal of Nowruz, we expect the evening to be very popular." explains Moaz Khan, Marketing Manager at Eton Institute.

Like all cultural events organised at Eton Institute, it will be an interactive evening so that participants can ask questions about the culture, the food, the language and the etiquette, as well as, stand a chance to win amazing prizes.

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The Iranian cultural evening will be held on Wednesday, 28th March, from 7pm to 9pm, at the Language Studio, Eton Institute, Dubai Knowledge Village, Block 3.

To find out more about it please email contact@eton.ac or call 800-Eton (800-3866) to speak with an advisor. For information about the services offered at Eton Institute and other enquiries please visit www.eton.ac.

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About Eton Institute:

Eton Institute is an international language training and professional development provider, offering courses 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.

Headquartered in Dubai-UAE with operations in the Middle East, Europe and America, the Institute offers training both in-house and onsite, leveraging considerable experience in providing solutions that fit an individual's or an organisation's needs.

For additional information please contact:

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