**For Immediate Release**

**26 September 2019**

**Press Release**

**The Expo 2020 Mascots are unveiled as they prepare to go on an exciting adventure through the World’s Greatest Show**

* **Mascots inspired by UAE's deeply-rooted history and embody nation’s true values**
* **Characters will have great role in communicating with children about Expo 2020**
* **A series of short films starring the mascots will be released in the next 12 months**

**DUBAI, 26 September 2019 – One magical ghaf tree, two intrepid Emirati siblings and three helpful robo-guardians have been revealed as the mascot family for Expo 2020 Dubai, embarking on a thrilling adventure through time and space to discover the meaning behind the next World Expo.**

**Latifa is an inquisitive eight-year-old girl who dreams of becoming one of the world’s greatest inventors. The chatty youngster – who loves playing with her chemistry set and disassembling electronics – is keen to share her knowledge with others and always looking for an opportunity to learn something new.**

**Her brother, nine-year-old Rashid, cares deeply for the environment and enjoys poetry, drawing, riddles and family tales passed down through the generations.**

**The two siblings draw inspiration from the wisdom of Salama, a desert-dwelling Ghaf tree who overlooks the Expo 2020 site and was preserved during construction. Hundreds of years old, the magical character is known for her captivating storytelling as well as her extensive knowledge of UAE history and culture.**

**Under Salama’s watchful eye, Latifa and Rashid go on an exciting journey guided by the robots Opti, Alif and Terra – who represent Expo 2020’s three subthemes of *Opportunity*, *Mobility* and *Sustainability*, respectively.**

**During their adventure, Rashid and Latifa must unlock Salama’s secrets, explore the world-changing inventions revealed at past World Expos and discover all about Expo 2020 and the amazing legacy it will leave behind.**

The country’s ancestors have long found respite in the shade of the Ghaf tree. Salama epitomises this spirit of giving, which remains a cornerstone of Emirati culture today for the 200-plus nationalities that call the UAE home. Millions of visitors to Expo 2020 will experience the famous hospitality for which the nation is known, as they celebrate at the World’s Greatest Show.

**Salama the Ghaf tree represents the deep-rooted values upon which the UAE was built – such as stability, tolerance and resilience in often harsh conditions – and in which the nation continues to flourish.**

**A series of short films starring the mascots will be released in the coming 12 months, each focusing on an Expo subtheme.**

**As the first World Expo ever held in the Middle East, Africa and South Asia (MEASA) region, Expo 2020 Dubai is set to be a milestone moment for the UAE – welcoming 192 participating nations and millions of global visitors for a once-in-a-lifetime celebration under the theme *‘Connecting Minds, Creating the Future’*.**

**The unmissable celebration will feature at least 60 live performances per day, 200-plus dining outlets, daily parades, A-list musical acts, celebrity chefs, future-shaping tech and so much more from 20 October 2020 to 10 April 2021.**

**- ENDS-**

**About Expo 2020 Dubai**

**Expo 2020 Dubai will bring together millions of people for The World’s Greatest Show, celebrating human brilliance and achievement under the theme ‘*Connecting Minds, Creating the Future’*.**

* **The six months from 20 October 2020 to 10 April 2021 will be a moment in time to be part of an unparalleled event. We are extending a warm Emirati welcome to the world:** 
  + **25 million visits are expected, with many visitors expected to come more than once**
  + **70 per cent of visitors anticipated to come from outside the UAE, the largest proportion of international visitors in the 168-year history of World Expos**
* **An entertaining global celebration with something for everyone, Expo 2020 will wow visitors with 60 daily events across 173 days, showcasing the best of music, technology, creativity and culture, while 200 F&B outlets will feature famous chefs and cuisine from every corner of the world**
* **Expo 2020 will be an endless journey of discovery. Visitors will have access to the latest innovations and breakthroughs, with more than 200 participants – including 192 nations, multilateral organisations, businesses and educational institutions – coming together to highlight real-life solutions to the world’s most pressing challenges**
* **Expo 2020’s subthemes of *Opportunity*, *Mobility* and *Sustainability* will inspire visitors to make a conscious effort to think and live differently, and give them renewed optimism that, through collaboration, it is possible to make a lasting change to the world**
* **The first World Expo to take place in the Middle East, Africa and South Asia (MEASA) will be located on a 4.38 sqkm site adjacent to Al Maktoum International Airport in Dubai South**

The Expo 2020 Dubai Media Information System,Tawassul, is now available by registering at <https://media.expo2020dubai.com>. Tawassul is your essential tool to access important information and updates on topics such as media accreditation, licences and permits, press releases and visual assets.

The Expo 2020 Global Media Briefing, taking place in Dubai from 20-22 October 2019, will provide hundreds of members of the media the latest updates and insights on the event. To register, email: [media.services@expo2020.ae](mailto:media.services@expo2020.ae).

Visit: [www.expo2020dubai.com](http://www.expo2020dubai.com)

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**About World Expos**

In 1851 the Crystal Palace was the centrepiece of London’s Great Exhibition – the first World Expo. It celebrated the man-made industrial wonders of a rapidly changing world. Architecture, contents and a theme, ‘Industry of All Nations’, were combined to create a big idea of nations meeting nations in shared technological and commercial progress. In more recent years, participants in World Expos, including governments, international organisations and companies, have gathered to find solutions to universal challenges and to promote their achievements, products, ideas, innovations, their national brand, and their nations as destinations for tourism, trade and investment.

World Expos are held under the auspices of the [Bureau International des Expositions (BIE),](http://bie-paris.org/) the intergovernmental organisation responsible for overseeing and regulating international exhibitions (‘Expos’) and for fostering their core values of Education, Innovation and Cooperation. Today, four types of Expos are organised under the BIE’s auspices: World Expos, Specialised Expos, Horticultural Expos and the Triennale di Milano.

**For media enquiries, please contact:**   
Courtney Trenwith                                                                                             Rania Moussly | Nora Feidi

Editor-in-Chief (English)                                                                                     ASDA’A BCW   
Email: [courtney.trenwith@expo2020dubai.ae](mailto:courtney.trenwith@expo2020dubai.ae)                                             [rania.moussly@bm.com](mailto:rania.moussly@bm.com) | [nora.feidi@bm.com](mailto:nora.feidi@bm.com)  
Tel: +971 55 955 4305                                                                                       +971 50 5670377 | +971 52 6185723   
P.O. Box 2020, Dubai, UAE                                                                                Dubai Media City, Dubai, UAE