

Facebook renews its participation in the 18th edition of the Mawazine Festival -Rhythms of the World

For the second consecutive year, Facebook is partnering with Maroc Cultures in the 18th edition of the Mawazine Festival, to accompany this major cultural event that brings together every year, millions of spectators passionate about music.

Placed under the High Patronage of His Majesty King Mohammed VI and organized by the Maroc Cultures Association, this leading cultural event promotes the values of the Kingdom and carries a message of tolerance, openness, respect and dialogue.

The renewed participation of Facebook, the leading social network in Morocco and around the world, in Mawazine, the first festival in Morocco and Africa, reinforces the common values they share: promotion of culture, sharing, accessibility, tolerance and openness.

The presence of Facebook during this major event also promotes the social network features whose objective is to provide a space for millions of Internet users to share and relay live moments of joy and gathering with their communities.

Facebook and Mawazine advocate openness, understanding and sharing, with the common goal of facilitating youth access to entertainment and culture.

Starting June 21st, Mawazine, will gather the big names of Moroccan, Arabic, African and international music, offering free access to 90% of shows and concerts.

Through Facebook, more than 16 million Moroccans exchange, post, comment and share their emotions with their communities.

On this occasion, Mr. Abdeslam Ahizoune, President of Maroc Cultures declared:

"The presence of Facebook alongside Mawazine for the second year in a row is a sign of confidence that reinforces the importance and international influence of the Festival. We are happy to count them back among our sponsors.

If the Mawazine Festival continues to offer millions of people the opportunity to see great names of music, it is thanks to the contribution of many national and international private economic operators, and also thanks to its passionate and faithful audience that we are proud to find each year on the Rabat and Sale stages."

The Director of Facebook Partnerships, in charge of the MENA region expressed his wish to renew this successful partnership:

"For the second time, and after the resounding success of the previous edition, Facebook wanted to renew its partnership with Maroc Cultures and promote the Mawazine Festival, with which we share so many values that make the strength of our social network : sharing, reconciliation, tolerance and respect.

Accompanying such an event is for us an extraordinary opportunity to emphasize Facebook, which allows through its many features sharing all the highlights with its community, by democratizing connectivity for all. "