



Alef Education Award to acknowledge and celebrate excellence in implementing Alef Platform across government schools in the UAE

- *Eight award categories for schools, teachers, students, and parents with nominations closing on July 30, 2021*
- *More than 120,000 students, 10,000 teachers from 400 public schools in the UAE eligible to apply*

Abu Dhabi, UAE – April 28, 2021: Alef Education, a leading global education technology provider that empowers the 21st-century workforce, announced the 2nd annual edition of its industry awards. The Alef Education Award 2020-2021 aims to recognize excellence in distance learning in public sector schools in the UAE. The nomination is open until July 30, 2021.

Coinciding with the UAE's 'Year of the 50th', the Alef Education Award aims to acknowledge and reward schools, educators, and students in the public sector for excelling at digital teaching and learning practices via the award-winning Alef Platform. The Alef Education Award was launched last year, given the increased importance of distance learning in the UAE against the backdrop of the COVID-19 pandemic. Last year, 67 winners were awarded across 6 categories.

Geoffrey Alphonso, Chief Executive Officer, Alef Education, commented: "The second edition of the Alef Education Award takes place at a momentous time for the UAE as it celebrates its 50th anniversary. As the UAE's visionary leaders lay down the roadmap of continued success for the next 50 years, Alef Education wants to recognize champions of our local educational community that have excelled in digital education delivered through the Alef Platform."

"As a leading global education technology provider that is empowering the 21st-century workforce, Alef Education leverages advanced technologies like AI and big data to provide personalised learning experiences for more than 120,000 students in the UAE, with the support of over 10,000 teachers across 400 schools. Through the Alef Education Award, we aim to encourage a digital learning growth mindset among schools and students to support the UAE's vision for success in the next 50 years," added Geoffrey.

Alef Education Award's goals include motivating teachers, administrators, students, and parents to excel and innovate in implementing digital learning; achieving a constructive and encouraging learning environment for students through the Alef Platform; and enhancing the digital citizenship skills and community cyber awareness through distance learning.

There are eight main categories under the Alef Education Award for schools, teachers, students, and parents. The categories are Alef Distinguished Student, Alef Most Improved Student, Alef Special Learning Needs/People of Determination Students, Alef Distinguished Teacher, Alef Distinguished School Leader, Alef Distinguished Cluster, Alef Most Engaged Parent, and Leading Figure in the Society.



Nominations can be submitted directly on <https://www.alefeducation.com/awards/>.

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About Alef Education

Alef Education is a global leading education technology company based in the United Arab Emirates that is at the forefront of using artificial intelligence and machine learning technologies to create personalised learning experiences that are transforming the way the world is educated.

Alef Education is steadily rising its footprint in key education markets around the world such as the United Arab Emirates, United States of America, Canada, Indonesia, Egypt, Lebanon and the Netherlands. Its award-winning Alef Platform provides AI-powered learning and teaching solutions that leverage real-time data to drive improvements across the education ecosystem. Its other products include Abjadiyat, an Arabic learning app for kids, and Arabits, a mobile app for Arabic language learners.

For more information, visit www.alefeducation.com.