



Year of Arabic Calligraphy 2021

In cooperation with the Ministry of Culture, McDonald's Saudi Arabia participates in the initiative of the Year of Arabic Calligraphy

Being an integral part of society, Riyadh International Catering Company (RICC), franchisor of McDonald's restaurants in the Central, Eastern, and Northern regions of the Kingdom, participated in the initiative of the Year of Arabic Calligraphy. RICC took part in this initiative to emphasize the importance of the Arabic language since it represents the story of a diverse culture, and it is part of our identity.

McDonald's participated in the campaign on social media by asking people questions about Arabic calligraphy and its history through riddles, which continued during the blessed month of Ramadan. These engaging posts received remarkable interaction from participants.

A short film was also created, in which the importance, aesthetics and diversity of Arabic fonts were highlighted. It was displayed on more than 195 screens in all McDonald's branches in the Central, Eastern and Northern regions. In addition, it was also posted on McDonald's social media accounts.

McDonald's stores' facade also showcased posters that highlight the year of Arabic calligraphy. McDonald's will continue to participate in this initiative until the end of the year and many other initiatives to come.

For more information about our community service initiatives, please visit Ajyalona.com