

# RED SEA INTERNATIONAL FILM FESTIVAL HOSTS TRIBUTE TALKS WITH LAILA ELOUI

## MEDIA ALERT

11 December 2021 - Jeddah, Saudi Arabia

The Red Sea International Film Festival yesterday hosted a tribute talk with Egyptian icon Laila Eloui at VOX Cinemas Al Balad 1. The star of more than 70 movies including *A Little Love Much Violence*, and *The Destiny* (*AlMasser*) by Youssef Chahine. Laila talked about her love of art and film that fuelled her career, and her strive to tell stories that concern the wider society in Egypt and the Arab world. Laila is renowned for being versatile in her roles and insightful portrayal of Arab women stories in her movies.

She talked about her strong belief that cinema has the power to enact change in society. She said, “The power of cinema is undeniable, the film industry has a huge influence on society and has the power to change laws”. She continued, “The role I played in *The Rapists* was a very hard and challenging role and it took an emotional toll on me, but I felt it was imperative that I portray all the ugliness of that story to raise awareness. I am in awe that the movie had a direct impact on changing the law in Egypt with regards to rape and sexual assault to capital punishment”.

Early on in her career, Laila felt a huge respect and love for her Saudi audience, “My Saudi fans have been encouraging me from the beginning of my career, I’m very grateful to you all and I wouldn’t be here today without your continued support through all these years, thank you!”.

*A Little Love Much Violence*, starring Eloui, was screened at VOX Cinemas Al Balad 2.

For more details on the film programs at the Red Sea International Film Festival, please visit this [link](#).

For further press information:  
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## **Editors Notes:**

### **Red Sea International Film Festival**

The inaugural edition of the Red Sea International Film Festival is set to bring the best in Arab and World Cinema to the UNESCO world heritage site of Jeddah Old Town.

The Festival will showcase a compelling slate of new and diverse films, alongside a retrospective program celebrating the masters of cinema as well as introducing audiences to exciting new voices from the region

and beyond. The Festival will provide a platform for Arab filmmakers and industry professionals from around the world to connect, host feature and short film competitions, and present a series of events, masterclasses, and workshops to support emerging talent.

The Red Sea International Film Festival will take place from December 6 -15, 2021.

#### **About MBC GROUP:**

**MBC GROUP** is the largest and leading media company in the Middle East & North Africa region that enriches people's lives through information, interaction and entertainment. In 2002, nearly a decade after the launch of MBC1 in London, in 1991, **MBC GROUP** moved its headquarters to Dubai Media City, United Arab Emirates.

Today, **MBC GROUP** includes over 17 leading TV channels: **MBC1** (general family entertainment); **MBC2 & MBC MAX** (24-hour western movies); **MBC3** (children's edutainment with a mix of both local productions and western acquisitions); **MBC4** (entertainment for young families with a female-focus); **MBC ACTION** (an indigenous adrenaline-packed channel targeting young males with local and homegrown productions); **MBC VARIETY** (Western films and general entertainment with uninterrupted broadcasting); **MBC DRAMA** (24/7 Arabic drama) & **MBC+ DRAMA** (a joint pay-TV channel between MBC and OSN); **MBC PERSIA** (general family entertainment dubbed and subtitled in Farsi); **WANASAH** (24-hour Arabic music channel); **MBC MASR & MBC MASR2** (general family entertainment geared towards the Egyptian family); **MBC BOLLYWOOD** (delivering the freshest in Bollywood content geared towards the region via an Arabized interface); **MBC USA** (on "Dish Network" in the US); **MBC IRAQ** (a premium channel aimed at the entire Iraqi family), **MBC5** (new satellite channel dedicated to the Maghreb); all of them benefit from **MBC STUDIOS** which produces the region's most compelling premium content for cinema, television and on-demand platforms. **MBC GROUP** also includes two FM radio stations: **MBC FM** (Gulf music) and **Panorama FM** (contemporary Arabic hit music).

Furthermore, part of **MBC GROUP** is **Shahid** and its premium subscription-based service **Shahid VIP**, the world's leading Arabic streaming platform, home to highly rated original productions from the Arab world, a wide range of exclusive movies and premieres, as well as the top watched live Arab TV channels.

#### **About Majid Al Futtaim**

Founded in 1992, Majid Al Futtaim is the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia.

A remarkable business success story, Majid Al Futtaim started from one man's vision to transform the face of shopping, entertainment and leisure to 'create great moments for everyone, every day'. It has since grown into one of the United Arab Emirates' most respected and successful businesses spanning 17 international markets, employing more than 43,000 people, and obtaining the highest credit rating (BBB) among privately-held corporates in the region.

Majid Al Futtaim owns and operates 29 shopping malls, 13 hotels and four mixed-use communities, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, Mall of Egypt, Mall of Oman, City Centre malls, My City Centre neighbourhood centres, and five community

malls which are in joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in over 30 markets across the Middle East, Africa and Asia, operating a portfolio of more than 375 outlets including City+, the region's first checkout-free store, and an online store.

Majid Al Futtaim operates more than 600 VOX Cinemas screens as well as a portfolio of world-class leisure and entertainment experiences across the region including Ski Dubai, Ski Egypt, Dreamscape, Magic Planet, Little Explorers and iFLY Dubai. The Company is parent to a Fashion, Home and Specialty retail business representing international brands such as Abercrombie & Fitch, Hollister, AllSaints, lululemon athletica, Crate & Barrel, Maisons du Monde, LEGO and THAT, a Majid Al Futtaim fashion concept store and app. In addition, Majid Al Futtaim operates Enova, a facility and energy management company, through a joint venture operation with Veolia, a global leader in optimised environment resource management.

[www.majidalfuttaim.com](http://www.majidalfuttaim.com)

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### **About Saudi Arabian Airlines (SAUDIA):**

Saudi Arabian Airlines (SAUDIA) is the national flag carrier of the Kingdom of Saudi Arabia. Established in 1945, the company is one of the Middle East's largest airlines.

SAUDIA is a member of the International Air Transport Association (IATA) and the Arab Air Carriers Organization (AACO). It has been one of the 19 member airlines of the SkyTeam alliance since 2012.

SAUDIA has received many prestigious industry awards and recognitions. Most recently, it was ranked a Global Five-Star Major Airline by the Airline Passenger Experience Association (APEX) and the carrier was awarded the Diamond status by APEX Health Safety powered by SimpliFlying.

For further information on Saudi Arabian Airlines, please visit [www.saudia.com](http://www.saudia.com)

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