

## **Jaidah Group announces ‘SeeMyDoha’ photography competition using Instagram**

A surprise trip to a mystery city for the first prize winner

Jaidah Group – one of the most influential and successful conglomerates operating in Qatar – is returning again this year with the annual photography competition but with a new concept switching to social media through the ‘SeeMyDoha’ concept.

‘SeeMyDoha’ is an offshoot of SeeMyCity and has been adopted by Jaidah Group as the way forward for what is now its annual photography contest. Jaidah Group is looking for this year’s participants to use their smartphones to capture an image of the city – something simple, yet striking – using the ‘Instagram’ app (downloadable for iPhone, iPad, Android OS and, soon, BlackBerry) and then upload the image to Instagram using the tag #seemydoha. The overall goal is to create a contemporary image of Doha which can (through Facebook and Twitter) be seen worldwide.

The contest runs from 7<sup>th</sup> April until September 30<sup>th</sup>, 2013 and is open to Qatari nationals, Doha residents and even tourists from all ages, with the exception of employees of Jaidah Group, their families or any other party associated with this competition. The winners will be announced by Jaidah Group and through Instagram at an Exhibition and Award Ceremony to be held in November. There are superb prizes to be won for the top five entries and the overall winner will receive a surprise visit to a mystery city...

Jaidah Group will be also organizing two workshops (taking place in Katara Cultural Village) slated for April and September where the contestants will be shown how to take a photograph with maximum impact and the simple procedures for uploading your work via Instagram.

Entries are submitted through the Instagram hashtag #seemydoha. No other method of entry is accepted. Only images clearly reflecting Qatar will be considered for the competition and you can enter as many images as you like. For interested parties full terms and conditions of entry can be found on [www.seemydoha.com](http://www.seemydoha.com).

Mr Mohamed Jaidah, Group Executive Director of Jaidah Group, commented: “The Jaidah Group photography contest is part of the company’s bid to promote both Qatari and foreign talent. Through projects and initiatives such as this one, we are enabling people showcase their work and promote themselves – and Doha – worldwide. It is this support that reflects the company’s commitment to raising Qatar’s profile as an emerging cultural powerhouse, as well creating a platform where creative expression can evolve.”

“The aim of the competition is to teach locals how to see their city from a new perspective, putting Doha ‘in the picture’ through the hearts of the people here,” added Mr Jaidah.

Jaidah Group has a long-standing commitment to Corporate Social Responsibility and, therein, the cultural development of Qatar, was the motivating factor behind last year's competition. The cultural benefits and exposure not only for last year's competitors but for Jaidah Group itself see the launch of this year's competition for 2013 – and beyond.