**Janadria 33 - Balancing the Sustainability of Traditions and Live Communication with the Latest Technologies of the World**

*Arab and International Media Race to Cover the Festival*

**Riyadh, Saudi Arabia, 8 January 2019**: The National Festival of Heritage and Culture in Janadria is a valuable opportunity to highlight the elements of the tangible and intangible cultural heritage of the Kingdom of Saudi Arabia on an international level, especially with hundreds of local, Arab and international media racing to cover the various rich events of the festival.

The 33rd Edition of Janadria turned into a major regional and international event that attracts the attention of news agencies, newspapers and international television channels that were impressed by the festival's role in preserving the ancient Saudi heritage.

Particularly, the media discussed Janadria's role in balancing authentic traditions and live communication with the world through the latest technologies provided by the Organizing Committee, as part of the investment of technology to protect national identity and to remind citizens of the importance of history and its significance.

Moreover, by providing the best media services to hundreds of journalists, the festival presented to heritage lovers its unique application through smart devices which contains a full definition of Janadria, an explanatory map, and updated news of the festival on a daily basis through the distinctive and comprehensive website.

Press commented on Janadria as a cultural response to the dangers of globalization by focusing on Saudi's heritage and moderation and promoting intercultural dialogue, highlighting the creative folk atmosphere for visitors. The visiting journalists stated that Janadria isn’t just a cultural event but a thought and strategy set to return to the past which Saudi Arabia is following with confidence with its rise, development and carrying out of huge and unique architectural and cultural projects worldwide.

The radio and network of Monte Carlo International Network talked about the original heritage, culture and values ​​raised by the festival. Sky News reviewed in several reports the old life style of Saudi Arabia through the live museums in Janadria. French press confirmed that Janadria Festival is a valuable opportunity to highlight the Saudi cultural heritage on an international level.

The Euro-News network mentioned that the festival reflects in a unique way the cultures inherited from customs and traditions, pointing out that the festival is the largest and most comprehensive in Saudi Arabia. ANSA Economia, the Italian newspaper reported that the traditional village at Janadria Festival attracted tens of thousands of Saudi families. The Spanish newspaper El Economista considered Janadria as one of the world's largest festival dedicated to culture.

The Surabaya Tribun News, the Kompas network and other Indonesian media highlighted the participation of Indonesia as a guest of honor by displaying many aspects of Indonesian heritage. The German newspaper Burs, the American Associated Press, and many Pakistani and Chinese media touched upon Riyadh's role in preserving heritage. The event was also covered by CNN and BBC World to name a few.

**\*Source: [AETOSWire](https://www.aetoswire.com/news/7766/en)**

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