

DS/012/2025-26

Date:11/04/2025

## Invitation to Participate in the "Erth Dubai" Initiative

Dear Parents,  
Greetings from Dewvale School!

The Knowledge and Human Development Authority (KHDA) is pleased to invite you to take part in the "**Erth Dubai**" initiative, launched by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum. This special campaign celebrates Dubai's rich cultural heritage by collecting personal stories from individuals, families, and institutions that have helped shape the city.

We encourage our school community to share meaningful stories from their own experiences or those of previous generations in Dubai. Stories can be submitted via the official **Erth Dubai website**, and participants are welcome to post video clips on social media using the hashtags **@ErthDubai** and **@KHDADubai**.

Kindly [click here](#) to participate for this Initiative and please click on the below link for the brochure;

[Arabic](#)

[English](#)

For more details, you can find the steps to participate through the introductory video by clicking [here](#).

Best Regards,



سيما عمر

Seema Umar

