Unleashing the power of Indian classical music

Al Jalila Children’s and Nickelodeon team up to raise asthma awareness

**“It was my son, who was diagnosed with asthma, who inspired me to break through the barriers of ignorance,” said Sreedhar Reddy, Vice President, Marketing, Nickelodeon South Asia. He further added that “this is a very significant step for us as an entertainment brand” **

BHUVAH - Nickelodeon and Al Jalila Children’s Hospital, Dubai have come together to raise awareness about asthma and its correct management. The initiative, aptly named “Pass Play Protect”, was launched on World Asthma Day (May 5) with the aim of equipping children and parents with asthma management tools in a fun and engaging manner.

Sreedhar Reddy, Vice President, Marketing, Nickelodeon South Asia, said, “At Nickelodeon South Asia, we believe that entertainment has the power to make a positive impact on children’s lives. We are committed to using our platform to educate and inspire children and parents alike on the importance of awareness and preventive measures regarding asthma.”

“With rising prevalence rates, managing asthma has become a pressing concern for both children and parents. Our partnership with Al Jalila Children’s Hospital is a step forward in our commitment to raise awareness about the condition and to equip the community with the knowledge and tools to manage it effectively,” added Reddy.

_Sparks and Smiles_ - This campaign was launched as part of Asthma Awareness Month and is aimed at reaching out to children and parents living with asthma. The campaign includes an animation series, social media videos, and a quiz on asthma management. These tools are designed to educate children and parents about the condition, its triggers, and the importance of seeking medical advice in case of an asthma attack.

To spread the message further, Nickelodeon South Asia will be donating funds to Al Jalila Research Institute, Dubai, to support research initiatives in the field of asthma and its management.

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