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Hijabi athlete on cover of Women's Health for first time

Women's Health Middle East features 22-year-old Emirati ice skater Zahra Lari on the cover of its December edition. This is the first time the fitness and lifestyle magazine has ever had a hijabi athlete on the cover – not just in the UAE, but globally. Lari wears the recently released Nike Pro Hijab, a hijab specifically designed for sports.

"Being on the cover of Women's Health is amazing," says Lari. "I've been reading it since forever. To be part of it, and to be the first one ever in a hijab on the cover, makes me so happy. I'm so proud and very, very honored to be able to do that. It's amazing."

"We can't be more excited about our December issue," says Danae Mercer, editor in chief of Women's Health Middle East and Men's Health Middle East. "There's been a dramatic growth of health and fitness from women in the region – just look at the rise in fitness events and things like Dubai Fitness Challenge. Women's Health Middle East is all about showcasing some of the amazing local talent we have here. We are celebrating athletes, strength, women and empowerment."

All this happens at a time when the hijab is being celebrated. In November, Mattel introduced a hijabi doll to their collection, one inspired by Olympic fencer Ibtihaj Muhammad. Earlier this year, hijabi weightlifter Anna Al Haddad spoke strongly about being a female athlete who competes covered. And just weeks ago, Time magazine named the Nike Pro Hijab one of the 25 best inventions of 2017.

"People don't realize what a big difference the Nike Pro Hijab will make to all the Muslim girls out there," says Lari. "There are so many girls who don't do sport because they can't find the right thing to wear. This will help."

"There are so many inspiring covered athletes here in Dubai. We want to tell their stories," adds Mercer.

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Notes to Editors

About ITP Media Group

ITP Media Group (ITP) is one of the largest media companies in the Middle East, with a portfolio of more than 100 brands. The company delivers quality up to date content to its readers, viewers, delegates and guests through digital, print, events, awards, video content, social media platforms and social media influencers. These brands include major international and regional names such as Time Out, Arabian Business, Harper's Bazaar, Hello! Middle East, Construction Week and Condé Nast Traveller Middle East.

ITP strives to offer its customers the largest audience in the GCC with the highest engagement levels by adopting a 360 degree approach.

About Women's Health

With 18 international editions covering 30 countries, Women's Health is the fastest growing international women's magazine in the world today. Women's Health Middle East mixes the best of the brand's global expertise with the top stories in the region. Topics span health and fitness, beauty, fashion, food and nutrition, lifestyle and relationships.

Around 10,000 print copies are distributed across the UAE, Kuwait, Bahrain and Oman, making Women's Health Middle East the highest selling health-related magazine in the region. Online, Women's Health Middle East has an actively engaged Instagram, Facebook and Twitter community. Find out more at [Instagram.com/womenshealthme](https://www.instagram.com/womenshealthme) or by visiting www.itp.com.