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Press Release



The Asian Awards Names One Family as Official Charity Partner

London, UK – The Asian Awards has selected **One Family** to be the **Official Charity Partner** for its annual gala event to be held on **Friday 5th May** at the **London Hilton on Park Lane**. One Family, a new, digital-first charity, has global reach and a simple vision: to inspire a generation and to build a united family that works together to make the world a better place, a family that is moved to act through the force of love.

Naeem Raza, CEO of One Family, said: *“One Family is a celebrity-driven charity that brings about change through social action. We connect celebrity ambassadors, high-profile personalities, philanthropists, and millions of fans and followers through music, media, and technology. Our goal is to change lives. Not just the lives of the people we help, but also the lives of people who give time and resources to make change happen.”*

With over two billion YouTube views in the last two years, **One Family Co-Founder & Global Ambassador, Maher Zain**, shares his enthusiasm to work alongside The Asian Awards. He comments: *“I am excited that One Family has been named as the Charity Partner of this year’s Asian Awards. The people who have been honoured by The Asian Awards have inspired so many by their example. Many people come to mind: the likes of AR Rahman, the late Ravi Shankar, and Ahmad Kathrada, who was lost to us only weeks ago, to name a few. It’s important to come together as one family and celebrate our contribution to the world.”*

The Asian Awards is a pioneering event that has quickly evolved into the most prestigious global acknowledgement of pan-Asian success across all walks of life. The impeccable evening recognises inspiring accomplishments and highlights

international role models in the fields of business, sport, entertainment, philanthropy, and popular arts & culture.

Paul Sagoo Founder of The Asian Awards, said: *“The Asian Awards, now in its seventh year, continues to grow from strength to strength and each year we make an incredible difference to charity. We are very pleased to be working with One Family, who brings significant experience to the cause of helping people across the world lead better lives. Our audience is about making a difference and having such a powerful group of people in one room is bound to create an abundance of giving for change.”*

Founded in 2010, The Asian Awards will be hosted for the first time by comic genius, and winner of the 2015 Outstanding Achievement in Television award, **Sanjeev Bhaskar**, and see **Sachin Tendulkar**, world-class cricketer and icon, presented with the prestigious **Fellowship Award**, amongst an audience of distinguished politicians, dignitaries, celebrities, industrialists and influencers from across all sectors.

Previous winners at The Asian Awards include the legendary **Freddie Mercury**, Oscar-winner, **Sir Ben Kingsley**, star of *The Big Bang Theory*, **Kunal Nayyar**, King of Bollywood, **Shah Rukh Khan** and global phenomenon, **Zayn Malik**.

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www.theasianawards.com

Instagram: Asian_Awards
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Notes to Editors

One Family

One Family is a charity with global reach and a simple vision: to inspire a generation, to build a united family that works together to make the world a better place, a global family that is moved to act through the force of love. One Family brings together celebrity ambassadors, high-profile personalities, philanthropists, and millions of fans and followers through music, media, and technology. One Family tackles urgent issues in five strategic focus areas: Survival, Safety, Strength, Success, and Sustainability.

Multi-platinum Awakening Records artist, Maher Zain, is One Family's Global Ambassador and he is joined by an array of leading artists, television personalities, trailblazing entrepreneurs, pioneering philanthropists, and social media trendsetters from all over the world.

The Asian Awards

The Asian Awards were born out of a simple vision to create an event that would honour only the highest levels of achievement from the global Asian community. The Asian Awards celebrate the outstanding achievements of individuals born in or with direct family origin from across Pan-Asia in all disciplines of life – from business and the arts, to sport and public service. The award process identifies individuals who parallel the achievements of great and iconic figures of the past; world-changers whose creativity touches, enriches and inspires us in our daily lives.

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- Sponsors of this year's The Asian Awards include Aston Martin, Chivas, Bering Ice Vodka, Silva Legal, Childsplay Clothing, Grandeur and Love