

For immediate release

**ALIF & SOFIA COLLABORATES WITH PERSATUAN TADIKA ISLAM MALAYSIA  
(PERTIM) FOR SIMULASI HAJI CILIK 2019**



**SHAH ALAM, August 1, 2019** - *Alif & Sofia*, produced by **Primeworks Studios** and **Blindspot Studios**, today announced a collaboration with Persatuan Tadika Islam Malaysia (PERTIM) for the *Simulasi Haji Cilik 2019* (SHC) event. The collaboration is an initiative to reach out to and engage with children aged 4 – 6 years old, the core audience of *Alif & Sofia*, a 3D-animated series first available on the YouTube platform, featuring wholesome content based on Islamic teachings for today's preschoolers.

*Simulasi Haji Cilik* is a practical learning session designed to give early exposure for kids to learn more about the fifth pillar of Islam, performing the Hajj. The principle stations that make up the Hajj pilgrimage are recreated within the grounds of the Sultan Salahuddin Abdul Aziz Mosque, where over 3,000 kids attired in Hajj garments are guided by teachers to perform their little pilgrimage at each station.

Founded by PERTIM in 2015, SHC has been implemented simultaneously in various locations throughout Malaysia with the participation of more than 20,000 kids from over 1,000 Islamic kindergartens. This marks the first year that *Alif & Sofia* is collaborating with SHC on a large scale, by lending the titular characters of the show as relatable characters learning along with the kids about the Hajj.

A slate of *Alif & Sofia* episodes with Hajj themes were specially produced and recommended by PERTIM to their network of Islamic preschools as teaching materials in preparation for the practical session on SHC's event day. The topics include the principles of Islam (*Rukun Islam*), the principles of the Hajj (*Rukun Haji*), and the story of Prophet Ibrahim a.s. All episodes are available on Alif & Sofia's official YouTube channel at [www.youtube.com/alifsofia](http://www.youtube.com/alifsofia) and is slated to air on TV3 Malaysia's Hari Raya Hajj special festive programming from 5th to 11th August 2019 at 5.00pm daily.

**Encik Lukman Nul Hakim Othman, Chief Executive Officer of Blindspot Studios** said, "We are grateful for the opportunity extended by PERTIM for *Alif & Sofia* to reach out to their network and engage directly with kids, as part of our vision of creating animated content that's not purely entertainment but is able to instill positive values in our children. We hope the kids will see themselves in amusing Alif and confident Sofia, and through these relatable characters they see great role models to inspire them to be the best version of themselves."

"Since we relaunched the *Alif & Sofia* YouTube channel in May, the channel has achieved almost 60,000 subscribers. We are highly encouraged by this growth and with the Simulasi Haji Cilik 2019 collaboration, we hope *Alif & Sofia* will continue to inject fun into everyday lessons and activities for kids in their tender preschool years," said **Datuk Ahmad Izham Omar, Chief Executive Officer of Primeworks Studios.**

"PERTIM strongly welcomes the cooperation with *Alif & Sofia* to educate the masses about the Hajj and ensuring the future pilgrims community are well-equipped to perform this holy *ibadah*. The involvement of *Alif & Sofia* has a huge impact because the light-hearted nature of the animation attracts the children's attention while also functioning as a valuable teaching tool, in line with the requirements of the National Pre-school Standard Curriculum (*Kurikulum Standard Prasekolah Kebangsaan Malaysia, KSPK*), said **Hajah Siti Ruzita Ramli, Program Coordinator of Simulasi Haji Cilik Malaysia.**

New episodes of *Alif & Sofia* are released on the official YouTube channel every Friday afternoon. Follow *Alif & Sofia* on Instagram at @alif.sofia and Facebook at [www.facebook.com/AlifDanSofia](http://www.facebook.com/AlifDanSofia), or via #AlifSofia on all social platforms.

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### **About Primeworks Studios**

Primeworks Studios is an established South-East Asian production company involved in the creative content business in every aspect of the media chain including TV and film production, content distribution, film distribution and marketing, animation, talent management as well as licensing and merchandising solutions.

It is an award-winning content company producing over 5,000 hours of compelling content annually for a range of platforms including television, cinema and digital. The production house is the creative force behind a wide range of genres including entertainment, magazine, documentary, sports, and drama programs.

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### **About Blindspot Studios**

Blindspot Studios Sdn Bhd is an ambitious, award-winning MSC Status animation studio and design agency. Established in 2013, we've worked on a number of prestigious projects for clients from private and public sectors. We specialize in developing fun and engaging preschool animated content. For more information contact us at [see@blindspot.m](mailto:see@blindspot.m)

### **About Persatuan Tadika Islam Malaysia (PERTIM)**

A body that implements early childhood education process that touches aspects of education based on the following resources; Spirituality, Attitudes, Values, Skills, Socio emotions, Physical Development, and humanitarian support towards holistic human development

### **About Simulasi Haji Cilik (SHC)**

Simulasi Haji Cilik (SHC) is held for the purpose of exposing the learning process and facilitates understanding for children. The learning process is carried out in a simple and complementary way such as doing 'Tawaf', and collecting 3 seeds and doing 'Saie'. There are no compulsory conditions for the participants in doing the 'Haji' simulation.

SHC this year will be held simultaneously throughout Malaysia including Sabah to be held on the 1st and 24th August, bringing about 15,000 children from 15 locations including Shah Alam, Kuala Selangor, Federal Territory, Kepala Batas, Sitiawan, Kemaman, Kuala Trengganu, Johor Bahru, Batu Pahat and Kota Kinabalu.

**Simulasi Haji Cilik 2019**

**1 August 2019, Thursday**

**Sultan Salahuddin Abdul Aziz Mosque, Shah Alam**

Total number of children	: 3,000 kids of age between 4-6 years old
Total number of teacher	: 700
Total volunteers	: 200
Estimate total number of Parents	: 1000

For more info on PERTIM:

Please visit <https://www.shcpertim.net/>