**The Heritage Village at the Janadria Festival Attracts Tens of Thousands of Saudi Families**

***More than 70 Folk Activities for Audience from 15 Emirates and Governorates;***

**Riyadh, Saudi Arabia, 27 December 2018-(**[**AETOSWire**](https://www.aetoswire.com/news/7733/en)**):** Tens of thousands of visitors have visited the National Festival of Heritage and Culture, the 33rd Edition of Janadria, organized by the Ministry of National Guard under the slogan ‘Faithfulness and Loyalty.’ The heritage village at the festival as well as the shows of the folk groups from various regions of Saudi Arabia and some of the Arabian Gulf countries are extremely popular and have become a milestone in the most beautiful elements of the tangible and intangible cultural heritage of the Kingdom of Saudi Arabia.

Janadria is the largest cultural festival in Saudi Arabia and the largest event of its kind in the world that is being held for 21 days during the period from 20th December 2018 to 9th January 2019 as part of efforts to intensify attention to the Saudi heritage and regional and international visibility. In addition, it promotes a dialogue of cultures and civilizations between nations and people.

The roads leading to the festival are witnessing smooth traffic movement despite the big crowds, thanks to the willingness and readiness of the festival management in cooperation with the relevant authorities to organize traffic and parking for visitors.

The heritage village at Janadria is attracting thousands of families from different age groups due to its cultural heritage activities that are enjoyable in addition to the artisans who are spread throughout the festival area, especially in the folk market. The visitors learn through workshops and heritage activities the beautiful past of their ancestors and fathers, and at the same time explore the renaissance and development of the Kingdom under the leadership of the Custodian of the Two Holy Mosques King Salman bin Abdulaziz Al Saud and His Highness the Crown Prince Mohammed bin Salman bin Abdulaziz.

The festival works to provide all comforts for visitors so they can enjoy the various activities and provide various services and benefits that visitors require over long hours of their visit.

‏The National Festival of Heritage and Culture offers for heritage lovers a unique application through smart devices which includes a complete definition of the Janadria Festival, a map of the stands and elements of the festival, activities and updated news of the festival on a daily basis.

The folk groups programme is one of the most important pillars of the festival and there are more than 700 people that reflect the folk heritage, customs and traditions of all regions of Saudi Arabia and the GCC countries of UAE, Bahrain and Oman. The Saudi teams offer more than 70 distinctive types of heritage activities that reflect the original cultural of the different regions of the Kingdom from 15 governorates.

**\*Source:** [**AETOSWire**](https://www.aetoswire.com/news/7733/en)

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