



## Central Bank of the UAE pledges its support to achieving the UAE's Happiness Agenda

**Abu Dhabi, UAE, 20 March 2019:** The Central Bank of the UAE has today announced the launch of a series of initiatives to mark the International Day of Happiness, celebrated worldwide on March 20<sup>th</sup>, 2019. The 5-days of activities, which began on March 17<sup>th</sup>, aim to raise awareness on the importance of happiness in the workplace.

The Central Bank has encouraged all of its branches, as well as other banks across the UAE, to join the Bank and partake in the festivities. They are participating by displaying messages across ATM screens as well as hosting activities to spread the important message to their clients and colleagues.

Commenting on the occasion, **H.E. Mubarak Rashed Al Mansoori, UAE Central Bank Governor** said: "We are pleased to be celebrating the International Day of Happiness, alongside our fellow banks across the nation. At the Central Bank of the UAE, happiness and positivity are core values of our organisation which comes in line with the UAE Government's National Programme for Happiness and Well-being. We will continue to promote happiness across the nation and further support the UAE in being amongst the top happiest countries in the world."

### SUPPORTING OUR COMMUNITY

As part of the nationwide celebrations, the Central Bank of the UAE has launched three different initiatives:

**'National Loan Scheme'**: A recently launched initiative that aims at easing the burden of debt accumulation for UAE nationals, in partnership with national banks and the UAE Banks Federation.

**'Instant payment'**: A system that allows fund transfers across bank accounts using mobile phone applications provided by banks. This system operates around the clock and transactions take less than five minutes.

**'Our Currency...Our Culture'**: An initiative that aims to raise awareness on the country's currency as well as its rich history.



## **CENTRAL BANK UAE: A HAPPY AND HEALTHY WORKPLACE**

The Central Bank is also hosting a range of internal celebrations at its headquarters and across its branches to mark the festivities. Activities, which will take place throughout the week, will include sessions with well-being experts who will discuss the importance of a work-life balance and encourage a happy and healthy workplace.

The last day of festivities, under the theme 'family brings you happiness', will focus on work values, positive relationships and their impact on team work and enhancing productivity.

**ENDS**