

CIRA to Partner with the renowned IVY Camps USA

As part of CIRA's ongoing mission to bring unique educational experiences to the Egyptian students, together with IVY Camps USA ("IVY"), it will be setting up IVY Camps Egypt to extend its reach to the Egyptian market. IVY Camps USA is amongst the fastest-growing start-ups operating in the education sector, offering supplemental education programs for K-12 students, including stimulating camps and university admissions guidance, strictly delivered by individuals who come from within the ivy league eco-system.

Today these in-person and online programs are offered to students between the ages of 6 to 18 in over 40 countries. Courses are carefully curated and designed to promote solid values while engaging students in self-discovery experiences to equip them for the dynamic, ever-changing world.



Starting December 2021, IVY's services will be available to Egyptian students, starting with online winter camps, focusing on areas that include STEAM, Business Leadership, Arts, Media, and Communications. Additionally, IVY will also be offering the first-of-its-kind pre-university courses, including multi-disciplinary pre-major career exploration courses, college admission and skills courses, intending to prepare students for the upcoming university admissions window. Finally, to ensure students receive an engaging and enriching experience, IVY limits class sizes to a maximum of 6 students.

As early as June 2022, CIRA plans to introduce the in-person format offering its students a summer filled with Edu-tainment camps at select destinations in the North Coast.

"This partnership serves as a means of connecting Egyptian students to the global network, all while offering world-class educational content and holistic experiences with various international flavours. By bridging those gaps, we hope to see a growing number of young Egyptian students equipped with globally cutting edge skills, joining the IVY eco-system & global industries around the world." - **Mohamed El Kalla, CEO of CIRA.**

"We're very excited to be bringing this one-of-a-kind offering to the Egyptian market. As much as we were looking forward to starting with the in-person programs, the Covid travel restrictions have restrained us from making the grand entrance we had hoped to accomplish. Nonetheless, we're looking forward to rolling out these camps all over Egypt's exclusive destinations, starting with the North Coast and the Red Sea" - **Fadl Abowafia, CEO of CIRA Talents.**

"It is with great excitement to announce that Ivy Camps USA is partnering with CIRA to launch a winter camp for Egyptian students this year! As a global organization, we are thrilled to now include Egyptians as part of the Ivy Camps family. In classes ranging from Cryptocurrency and YouTube Content Creation to College Admissions and Career Exploration, the Ivy instructors are ready to introduce Egyptian students to a world of learning beyond what they find in everyday school. CIRA and Ivy Camps USA will bring a wholly unique program to Egyptian students that will adapt education to the modern world and each student's unique needs. Together, we will accelerate the self-discovery process and increase the likelihood that each student will more quickly find their path towards success, purpose, and happiness."- **Danny, CEO of IVY Camps USA**

Early bird promo code "EARLYWINTERCAMP10".