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## Haifa Theater Arab-language ads riddled with mistakes

Management blames 'technical error.'

By Noa Shpigel | Feb. 26, 2015 | 10:03 AM

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The Arab-language ads issued by the Haifa Theater for the International Children's Theater Festival to be held over Passover are riddled with mistakes.

A huge billboard posted near the theater building says in Hebrew, "The 25th International Haifa Festival for children's plays." The Arabic text says "the cinematic Haifa Festival Children's Theater International 25."

The erroneous text appeared on the festival's online site as well. The mistakes were discovered following a photographed report on the Kifaya site, which collects reports on racist incidents.

In 2013, the Sikkuy civil rights NRG asked the Haifa municipality to add Arabic to its signposts and directions to the festival. A petition signed by residents was sent to the city that year, demanding egalitarian advertisements in both Hebrew and Arabic.

Last year the ads were released in Arabic as well, but the prices quoted in the Arabic ads were higher than those that appeared in the Hebrew ads. Sikkuy said the higher, erroneous prices deterred many in the Arab community from going to the festival that year.

A Sikkuy activist said "last year the festival's Internet site appeared to have been translated into Arabic, but in fact they only added a translated file from the festival pamphlet, which consisted of mistakes and erroneous information. The material distributed in schools and kindergartens also had translation mistakes."

"We were surprised to hear, via Kifaya, that this year's ads in Arabic are also full of mistakes," he said.

The Haifa Theater said in response: "The Haifa International Children's Theater Festival invites everyone to enjoy a rich repertoire of the best children's plays. The theater produces the festival and its ads are directed at varied audiences. For this we are assisted with professional English, Hebrew and Arabic speakers. To our regret, a technical error occurred in a small number of places and we are acting to correct it as quickly as possible."