

# Milad Tower to host toys, entertainment exhibit

## Social Desk

The sixth exhibition of toys and entertainment, with the aim of supporting Iranian goods, promoting production and business, increasing sales, and enhancing market share through direct communication with consumers, will be held in Tehran's Milad Tower this fall.

The event will take place October 8 to 13, 2023. The exhibition will showcase various product groups, including educational and learning aids, intellectual toys, cultural toys, artistic toys, dolls, movement toys, and electronic toys. These products represent investments and the result of Iranian thinking and culture, according to Azad News Agency (ANA).

Kambiz Aqaei, the exhibition director, discussed the use of toys to teach correct social behavior to children. He mentioned that some toys are designed to teach lifestyle, apartment living, traffic culture, and cultural issues.

"Fortunately, there are many examples of such toys in Iran's national production complex," he said.

Aqaei also commented on the quality of toys in the country. "The quality of production in certain areas, such as cardboard and paper products, as well as plastic toys, has almost reached

acceptable limits," he said, adding that some products even meet international standards and are exported.

The expert in marketing and sales development emphasized the importance of exhibitions and festivals. He explained that participating in exhibitions is crucial for businesses as it attracts the target market and leads to increased customers and sales.

"Exhibitions also provide cost-effective advertising, marketing opportunities for different seasons, and direct sales," he noted, adding, "Thousands of people interested in toys attend exhibitions to gather information about products and services, making it an excellent opportunity for producers to advertise and sell their offerings."

Regarding the impact of the exhibition on families and children, Aqaei mentioned that it provides an opportunity for toy manufacturers and retailers to showcase their achievements.

"Families can conveniently find and purchase the right toys at reasonable prices in one place," he said.

The exhibition, along with other side programs, also allows families to make informed choices by involving their children in the selection process, according



● ANA

to Aqaei.

He further highlighted that this year's exhibition is the first toy sales exhibition in Tehran. With the presence of manufacturers and suppliers, the event will showcase the competition and development within the industry. It aims to introduce

the capabilities and production capacities of the toy industry at the highest level.

"The exhibition also includes cultural and educational programs, featuring artists, trainers, family competitions, group games, and a painting station," he said.

The sixth Toy and Entertainment Exhibition will be held from October 8-13, 2023 at the tallest structure in Iran and the sixth tallest telecommunication tower in the world. It will feature the participation of the country's toy industry producers.

## Drowning in Iran up by 10% last spring

### Social Desk

There has been a 10 percent increase in drowning cases in the spring of 2023 compared to the previous year, according to official statistics announced by Iranian Legal Medicine Organization.

A total of 280 people died due to drowning in the past spring, ISNA reported.

Iranian Legal Medicine Organization released the official statistics of drowning cases this spring, revealing a 9.8 percent increase in drowning compared to the same period last year. This increase is concerning, especially as the country's Emergency Medical Services had previously warned about the issue of drowning and called for people's caution.

Out of the total number of drowning deaths recorded this spring, 224 were men and 56 were women. The highest number of drownings, 126 cases, occurred in May-June, which saw a 16.7 percent increase compared to the same period last year when there were 255 casualties. The provinces with the highest

number of drowning deaths this spring were Khuzestan with 41 deaths, Fars with 27 deaths, and Isfahan with 23 deaths. Surprisingly, most drowning instances did not occur on beaches but in areas where drowning is less expected. This challenges the popular belief that most drowning cases happen at the beach. Efforts to improve coastal safety have been somewhat effective in reducing drownings, especially on the northern coasts of the country.

While rivers traditionally have the highest number of drowning deaths in the first quarter of the year, agricultural ponds ranked second during this period. In the spring season, when there are more agricultural activities and fewer trips to coastal provinces compared to the summer season, there are more drowning deaths in agricultural pools than in the sea.

The sea ranks third in terms of drowning deaths, with 37 deaths, 29 of which occurred in unauthorized areas. Swimming pools accounted for 28 cases, water canals for 21 cas-



● ISNA

es, artificial lakes and dams for 12 cases, wells for eight cases, and ponds and natural lakes for four and two cases, respectively. Additionally, 24 people lost their lives in other water bodies during this period.

Every year, as the hot season begins, the number of drowning deaths increases in Iran. Many of these deaths are a result of carelessness or lack of swimming skills. It is crucial for people, especially children and teenagers, to pay attention to safety tips and warnings when swimming,

particularly on hot days. By following these precautions, we can ensure a safe and enjoyable summer season with a decrease in the number of drowning cases and the lowest possible number of deaths.

The Legal Medicine Organization of the country has emphasized the importance of taking these safety measures seriously, as there are still more than 50 days left in the summer season and people's desire to travel to places with bodies of water and coastal provinces continues.

## The cheetah cubs are doing fine: *Official*

### Social Desk

Gholamreza Abdali, the director general of the Office of Wildlife Protection and Management, recently provided an update on the physical condition of two Asian cheetah cubs, named Azar and Turan.

The environmental official said that the cubs are currently in good health at the cheetah reserve in Shahrud, Semnan Province, Mehr news agency reported.

Abdali reassured that overall care of the cubs is being handled well, and there is currently no threat to their lives. The biosphere therapists at Turan Reserve in Shahrud are closely monitoring their condition and, fortunately, the cubs are in excellent shape.

It is worth mentioning that Azar and Turan are two Iranian cheetah cubs who were discovered by a local herdsman in the Turan region last December. They were initially placed under the

care of specialized veterinarians, wildlife therapists, and experts at the General Directorate of Environmental Protection in Semnan. They were afterward transferred to the captive cheetah breeding site in Turan, also known as the Asiatic Cheetah Research Center. As it is no longer possible to release them back into the wild, they will spend the rest of their lives in captivity, residing in a fenced area within the national park and participating in the national tour in Shahrud.



● MEHR

## Vigorous everyday activities a road block for cancer

Many people know exercise reduces the risk of cancers, including liver, lung, breast, and kidney. But structured exercise is time-consuming, requires significant commitment, and often financial outlay or travel to a gym. These practicalities can make it infeasible for most adults.

There is very little research on the potential of incidental physical activity for reducing the risk of cancer, Science Alert reported.

Incidental activities can include doing errands on foot, work-related activity, or housework as part of daily routines. As such, they do not require an extra time commitment, special equipment, or any particular practical arrangements.

In a study out on July 27, authors explored the health potential of brief bursts of vigorous physical activities embedded into daily life.

These could be short power walks to get to the bus or tram stop, stair climbing, carrying heavy shopping, active housework, or energetic play with children.

The new study included 22,398 UK Biobank participants who had never been diagnosed with cancer before and did not do any structured exercise in their leisure time.

Around 55 percent of participants were female, with an average age of 62. Participants wore wrist activity trackers for a week. Such trackers monitor activity levels continuously and with a high level of detail throughout the day, allowing the researchers to calculate how hard and exactly for how long people in the study were moving.

Participants' activity and other information were then linked to future cancer registrations and other cancer-related health records for the next 6.7 years.

This meant the authors could estimate the overall risk of cancer by different levels of what they call "vigorous intermittent lifestyle physical activity", the incidental bursts of activity in everyday life.

They also analyzed separately a group of 13 cancer sites in the body with more established links to exercise, such as breast, lung, liver, and bowel cancers.

The researchers' analyses took into account other factors that influence cancer risk, such as age, smoking, diet, and alcohol habits.

Even though study participants were not doing any structured exercise, about 94 percent recorded short bursts of vigorous activity. Some 92 percent of all bouts were done in very short bursts lasting up to one minute.

A minimum of around 3.5 minutes each day was associated with a 17-18 percent reduction in total cancer risk compared with not doing any such activity. Half the participants did at least 4.5 minutes a day, associated with a 20-21 percent reduction in total cancer risk.