

BABYSHOP LAUNCHES AWARD WINNING ARABIC LULLABY FOR CHILDREN AFFECTED BY CONFLICT IN COLLABORATION WITH UNHCR

[Babyshop](#), the leading baby and children’s retailer in the MENA region, has partnered with creative agency FP7 McCann to launch an initiative called ‘Frequencies of Peace, which aims to transform children’s lives in war and disaster areas in support of UNHCR, the UN Refugee Agency.

The new lullaby, developed with a dedicated team of neuroscientists from music therapy platform Spiritune, is a specially constructed song capable of calming, soothing and helping children get to sleep whilst living in devastating situations. A vital tool for parents and caregivers, the lullaby has been informed by evidence-based research in music therapy and neuroscience from leading institutions, such as New York University and Stanford.

Replacing the sounds of war with the sounds of a lullaby to bring comfort and hope across the Middle East, this novel approach to address and support babies and children affected by war, most embodies Babyshop’s ethos, that *every child deserves the best start in life*.

The lullaby is airing at bedtime, 8pm local time in Syria on "Melody FM" and "Arabesque FM" and is available to listen on [Anghami](#), the leading music and entertainment streaming platform in the MENA region, and on [Spiritune](#) for those across worldwide. Sung in Arabic by artist and songwriter Ghaliaa Chaker, the public is urged to listen, share with loved ones, and, if possible, donate to UNHCR via the provided link or at Babyshop stores, with proceeds going to help provision of child protection case management for Syrian refugee children in Lebanon.

Scientific studies show very clearly that music has a profound impact on the nervous system. Lullabies, in particular, are highly effective in regulating children’s nervous systems, and this effect is reflected in their construction. Elements, such as simple melodies, repetition, basic rhythm, low intensity, soft attacks, and small intervals are all crucial when composing a song capable of calming down an anxious (or any other adjective) child. What sets Frequencies of Peace apart is that it has been specifically created for children in such situations.

Across the world, an estimated 200 million children are living in the world’s most lethal war zones in the Middle East. Babies exposed to the sights and sounds of terror and war have been shown to develop PTSD, depression, and high rates of anxiety as they grow up. According to UNHCR’s Global Trends Report 2022, children make up to 30% but account for 41% of all forcibly displaced people. Children living in countries affected by wars and disasters often experience psychological distress, including anxiety, sadness, fatigue, and sleep disturbances.

FP7 McCann, along with Babyshop have created this concept, with support from Spiritune and with PR support in both the Middle East and internationally from broadcast specialists markettiers4dc. The lullaby has already been gaining attention and has won three prestigious Cannes Lions Awards ‘23 – A bronze in each category including, *Radio, Entertainment, and Media*.

Mitin Chakraborty, Head of Marketing at Babyshop comments “As Head of Marketing for Babyshop, I’ve seen firsthand the impact of collective action. ‘Frequencies of Peace’ was born from a realization that peaceful sleep is a luxury for children in conflict zones. This scientifically-designed lullaby is our humble attempt to offer them the tranquility they deserve. It’s a joint effort with our incredible partners—UNHCR, Spiritune, and Anghami—uniting us in the commitment to make a real difference, one lullaby at a time

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Fanti Federico, Chief Creative Officer at FP7 McCann comments “We are extremely proud to be part of this campaign, and to work with Babyshop, the artist and the team of neuroscientists from Spiritune. There is nothing more rewarding than using creativity to build effective and long-lasting tools that can benefit underprivileged people. This Lullaby can not only help children in war and disaster zones, but it can also represent a meaningful symbol of peace for the wider audience.” He added “The process has been humbling to be part of, and with the support of the UNHCR we hope that we can bring comfort to millions of children all over the world.”

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Notes to editors:

Frequencies of Peace aims to replace the sounds of war with the sounds of lullaby. To listen to the lullaby visit: <https://www.anghami.com/> and to donate visit www.giving.unhcr.org/lullaby . To support the initiative, and spread awareness across socials, please use #LullabyOfHope.

For more information, video, images and interviews, please contact: babyshop@markettiers.com

Interviews available with

Mitin Chakraborty, Head of Marketing at Babyshop

Additional quotes

Houssam Chahin, UNHCR’s Chief of Private Sector Partnerships for MENA Houssam Chahin, “Our region has been under immense pressure for years when it comes to war and disaster. Every day is an emergency for many children born into crises. As around the world crises continue, *Frequencies of Peace* provides a glimmer of comfort. This lullaby is a solace for those living in these horrific conditions while UNHCR continues its coordinated response across the globe to relieve their most pressing needs. With our partners, aid organizations and host governments, we ask you to share this song with friends and family and donate to assist the most vulnerable.”

Marian Bahadar, VP of Marketing at Anghami “Music is a very powerful tool and especially so in war and conflict situations, providing a deep sense of comfort and caring. *Frequencies of Peace* can be used by parents and caregivers to help reduce some of the physiological states that anyone in a trauma situation usually exhibits. The hope is that the lullaby is downloaded to help children to relax and go to sleep and feel comforted in ways that may not be possible without the music.”

Jamie Pabst, Founder, and CEO and Spiritune “Scientific studies show very clearly that music has a profound impact on the nervous system. Lullabies in particular are very good at regulating children’s nervous systems, and this reflects how they are constructed. Things like having a simple melody, repetition, basic rhythm, low intensity, soft attacks, small intervals – are all vital when constructing a song that is capable of calming down a child. What’s special about *Frequencies of Peace* is that it’s been specifically made for these children in these situations.”

Ghaliaa Chaker singer/songwriter “Frequencies of peace is a completely novel approach to address and support people affected by war, most importantly, babies and children. I wanted to write something that would be easily understood and interpreted even by a toddler, if not the lyrics, the rhythm, the frequency, the pattern. Something that would convey a message to say – it’s okay, you

can go to sleep, it will be okay and to provide some sense of safety. Words alone often can't achieve this. This song is about comfort, for children and babies to feel that your parents are there, your siblings are safe, tomorrow could be a better day.”

Scope of support and agencies

- Creative: [FP7 McCann](#)
- [Spiritune](#): whose group of neuroscientists and music therapists created this special lullaby with special set frequencies to help relax children
- [UNCHR](#), who are partnering to raise money through the campaign to help children at war.
- [Anghami](#) who are hosting the song on their platform
- PR: [Markettiers4DC](#)

About Babyshop

Established as Landmark Group's flagship brand in Bahrain in 1973, Babyshop has grown from a trusted provider of babies and children's products and accessories to a leading advocate for children's well-being and development in MENA.

Today, with a strong presence in 13 countries through over 230 brick-and-mortar stores and a thriving e-commerce operation, Babyshop is an influential omni-channel entity ensuring every child, irrespective of their circumstance, gets the best possible start in life.

Known for partnering with internationally renowned brands including Juniors, Giggles, Disney, Lee Cooper, Graco, Joie, Babyzen, Cybex, Hauck, Philips Avent, Tommee Tippee, Dr. Brown's, and Medela, Babyshop continuously works towards enhancing the lives of families worldwide. Babyshop actively involve themselves in initiatives that provide support and bring joy to children and families as needed. Aligning with its mission to foster a more caring and empathetic world, one child at a time, Babyshop's latest initiative, "Frequencies of Peace," is a unique, scientifically backed lullaby designed to bring solace and comfort to children affected by war and trauma in the Middle East, championing their unwavering dedication to making a positive impact in the lives of children and their families all over the world.