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**Dubai Festival City Mall to dazzle visitors with extensive range of entertainment and promotions this DSF**

A wide array of exciting promotions from retailers, and the chance to win instant prizes, are part of the many activities that are set to dazzle visitors between 1st January and 1st February at Dubai Festival City Mall during the 2016 edition of the Dubai Shopping Festival (DSF).

This DSF, the mall will offer shoppers an extensive range of wonderful family-themed entertainment, including an iconic acrobat show featuring thrilling stunts, stage acts, and roaming performers that will keep everyone engaged throughout the month-long extravaganza.

Customers who spend over AED 250 will also enter into a draw for an incredible chance to win a shopping spree worth over AED 100,000 at Dubai Festival City Mall’s retailers.

Other prizes include IKEA shopping vouchers, watches from Al-Futtaim Watches and Jewelry, Samsung phones, and meal vouchers at Osteria, one of the many newly opened restaurants.

“Our roster of DSF 2016 activities and promotions is designed to create the ultimate shopping experience for visitors. We would like to extend an invitation to all shoppers from the UAE to come for a shopping spree at the over 50 stores that we recently launched at the all-new Festival Square, while enjoying a wide-ranging entertainment programme that we hand-picked to ensure their satisfaction every moment of the award-winning festival,” said Brad Merchant, General Manager, Dubai Festival City Mall.

“We want our clients to come to our mall and leave with unforgettable memories of special moments they share with their loved ones,” concluded Mr Merchant.

**-Ends-**