GOVERNMENT OF DUBAI

Tourism

PRESS RELEASE

Dubai Festival City Mall hosts 'Angry Birds: Splat That!' at DSS 2016

Play the larger-than-life game from 10-19 July and also meet the Angry Birds in person six times daily

Dubai, UAE; 9 July 2016: The iconic Angry Birds, one of the world's most downloaded video games of all time, comes to life during Dubai Summer Surprises with its brand new game **'Angry Birds: Splat That!** at Dubai Festival City Mall from today (Sunday 10 July) until 19 July.

Little ones get to light up their Angry Bird passion by firing paint splatting slingshots in this larger-than-life, interactive game, and also get the chance to meet their lovable characters Red, Chuck and Bomb. The new game features a glass box in which participants launch Angry Birds via catapult to seek revenge on the bad guys who stole their eggs by destroying their structures. Available to play daily from 10am – 10pm, **'Angry Birds: Splat That!'** will also see six opportunities daily to meet the characters and pose for photos after a successful round of collapsing as many of the baddies' buildings as possible.

As a global phenomenon, Angry Birds is one of the easiest games to understand and play and is an actual physical experience that has a lasting appeal for all ages and people from all backgrounds.

Angry Birds: Splat That! is one of the main attractions of DSS 2016, organised by the Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (Dubai Tourism). DSS, which commenced on 9 July, will run until 20 August under the theme 'Own The Summer', promising a line-up of fun, events and deals throughout the city.

Full details of DSS can be found online and through related social media channels – check back every day to 'Own the Summer' and enjoy everything that DSS 2016 has to offer.

For more information, go to: www.dubaisummersurprises.com and to participate in the DSS extravaganza, be sure to use the hashtag **#DubaiSummerSurprises** on the following social media channels:
Facebook: https://www.facebook.com/dsssocial

Twitter: https://twitter.com/dsssocial
Instagram – DSSsocial
Snapchat – DSSsocial

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About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate.

Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Convention and Events Bureau, Dubai Calendar, and Dubai Festivals and Retail Establishment (formerly known as Dubai Events and Promotions Establishment). In addition to its headquarters in Dubai, Dubai Tourism operates 20 offices worldwide.