

PRESS RELEASE

For just AED 300 you can fly to your dream destination this DSS

Win two airline tickets daily in 'Go Where You've Always Wanted' promotion at City Centre Deira and City Centre Mirdif

Dubai, UAE; July 29, 2016: With shoppers benefiting from special offers and discounts of up to 75 percent on a wide range of merchandise from perfumes to shoes, watches to apparel and electronics during the latest edition of Dubai Summer Surprises (DSS), Majid Al Futtaim Properties have enabled visitors to realize their travel dreams with their 'Go Where You've Always Wanted' promotion.



The promotion at two of the UAE's most popular retail destinations – City Centre Deira and City Centre Mirdif owned by Majid Al Futtaim Properties - offers shoppers who spend just AED 300 the chance to win two airline tickets to a dream destination every day until August 20.



Further, shoppers who keep shopping and spend more than AED 1500 on a single visit to City Centre Deira or City Centre Mirdif get to take home instant guaranteed prizes from special travel stands set up at the two malls.

Majid Al Futtaim Properties is a Strategic Partner of the Dubai Festivals & Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (Dubai Tourism), and the organisers of DSS 2016, which runs until 20 August under the theme 'Own The Summer'.

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

Ends

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.