

PRESS RELEASE

19th Edition Of Dubai Summer Surprises Kicks Off Today (Sat 9 July) Across The City

- **First day of DSS sees start of amazing shopping deals and promotions**
- **Region's favourite family summer extravaganza runs until 20 August**
- **'Own The Summer' for next 43 days with range of discounts, promotions and family fun**
- **DSS Shoppers can win millions of dirhams in prizes including 12 Infiniti Q50 cars**

Dubai, UAE, 8 July 2016: Designed for residents and tourists to experience the best of summer, the 19th edition of Dubai Summer Surprises (DSS) - the region's longest running summer extravaganza of its kind – kicks off today (Saturday, 9 July) with its 'Own The Summer' theme encouraging everyone to make the most of the great events, family fun and unbeatable deals across the 43 days of the annual citywide fiesta.

Organised by Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (Dubai Tourism), DSS 2016 is set to transform the city into a cool and fun summer oasis for the whole family with an exciting calendar featuring a concert by regional superstar Rashed Al Majed, shows by world famous cartoon characters, activations featuring global brands and products; and amazing dining and shopping promotions including one run by DFRE and the Dubai Shopping Malls Group (DSMG), offering shoppers the opportunity to win 12 Infiniti cars, in addition to big surprises offered by participating malls.

Laila Mohammed Suhail, Chief Executive Officer of Dubai Festivals and Retail Establishment, said: "With the start of Dubai's annual summer extravaganza, residents and visitors get the chance to enjoy rewarding experiences that are unique and unmatched. From now on for the next 43 days, families and visitors to Dubai can 'Own the Summer' and enjoy one of the best shopping seasons in the region, with amazing deals and promotions that will create many memorable moments during their summer stays.

"DSS 2016 reflects our understanding of the diverse tastes and interests of the millions of visitors who have made the festival the most successful of its kind for almost two decades. The consistency and longevity of DSS is a true testament to the strong spirit of collaboration that exists between the government and private sectors in Dubai to ensure that the emirate remains a main destination across the year. This is once again evident in 2016, as we have created with many of our partners in the private sector an array of exciting and creative promotions this DSS with one main aim; to reward our shoppers with amazing prizes".

DFRE's Strategic Partners for 2016 are: Abu Dhabi Islamic Bank, Emirates, AW Rostamani Group, Al Futtaim Group, The Dubai Mall, Majid Al Futtaim Properties, Mercato, Paris Gallery, ENOC, Ibn Battuta Mall, Dubai Duty Free, Meraas and Etisalat.

Starting this week, families and their youngest members can enjoy the following:

THE FUN PILLAR

Alvin & The Chipmunks Live On Stage

19 – 25 July, City Centre Mirdif:

27 July – 2 August, Mall of the Emirates:

4 – 10 August, City Centre Deira

The world renowned animated music group, Alvin & The Chipmunks will take to the stage with a live theatrical musical. Be part of the exciting workshop or Meet & Greet the playful characters for unlimited laughs and giggles.

ANGRY BIRDS: Splat That!

10-19 July, Festival Square, Dubai Festival City Mall

Based on the world famous game which now has a huge global fan base of all ages, this DSS attraction features a glass box where kids eliminate unwanted creatures and destroy their buildings and structures at the same time. This is done by the birds launching themselves out of a giant slingshot and hitting the creatures' various constructs, eliminating them. Photo opportunities with the avian stars will take place daily.

Barbie, The Athlete

11 – 20 August, Dragon Mart 2

DSS will feature Barbie in an Interactive stand activation based on the famous kids brand and 2016 Olympics, giving visitors the chance to participate in games and sample Barbie products that will be available at participating retail outlets during this activation. This stand activation will also have a stage show and Barbie Meet & Greet appearances.

Hasbro Games

14 – 20 July, Dragon Mart 2

Engage in the world's best play experiences at Dragon Mart 2 where families and kids can enjoy a variety of life-size board games. There will be two games per week so you have lots of activities to enjoy.

Lego Friends Workshop

28 July – 6 August, Ibn Battuta Mall

Lego City Workshop: 2 to 10 pm

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During DSS 2016 this fun workshop will allow kids to build their own cities using the Lego Friends brand. Visit the Lego City Workshop and let your kids discover their creativity and imagination.

**My Little Pony Live Show & Beauty Corner
15 – 25 July, Ibn Battuta Mall**

Spread joy and happiness with the most adorable My Little Pony show featuring a display of the ultimate fun through dance, song and laughter with your favourite ponies at magical Ponyville. The beloved characters will come to Dubai to dazzle kids and adults with their adventures that will surely put a smile on everyone's faces.

**The Gruffalo Adventure
11-17 July, Star Atrium, The Dubai Mall**

Get ready to go on a fun and interactive journey into the deep dark wood to meet The Gruffalo, the world's best loved monster and other characters from the children's picture book by Julia Donaldson. This amazing new concept in the UAE is a first of its kind mall experience; families will be able to get up close to all the creatures in The Gruffalo Forest.

THE EVENTS PILLAR

**Concert by Rashed Al Majed
9 July, Dubai World Trade Centre**

Regional music superstar Rashed Al Majed will provide world-class entertainment on the opening day of DSS at a live concert organised by Rotana in collaboration with Dubai Festivals and Retail Establishment.

**Modhesh World
27 June - 27 August 2016
Dubai World Trade Centre Halls 1-8
Saturday - Wednesday 10:00 AM – Mid night
Thursday - Friday: 10:00 AM - 1:00 AM**

One of the largest seasonal family edutainment destinations in the region, the 17th edition of Modhesh World runs under the theme- 'Every Step Is a New Adventure'. In addition to fun-filled events for the whole family to enjoy, Modhesh World has many other features and facilities including exclusive souvenir shops showcasing Modhesh World memorabilia, an array of dining outlets and food trucks featuring a variety of cuisines, in addition to dedicated lounges for families to relax. Attractions this year include the new DEWA Action Planet, an all-new Dino Park, Toddler Town, Haunted House and a bigger Ice Rink. Entry is Dh20, free for children aged below three.

**Mercato Circus Fiesta
9 July 20 August, Mercato**

Enjoy a series of fun and family-oriented events at Mercato this DSS including Beijing Chinese Circus, Circo Latino, Kids Circus Workshop and Roaming Acts. The Beijing Chinese Circus is a unique traditional act that will feature glass balancing, high unicycles, giraffe contortionist, and roaming acts such as the dragon parade.

BRICKS at BOXPARK

6 July – 20 August, BOXPARK

For the second year, BOXPARK, the offbeat destination by Meraas, overhauls into a district filled with all things LEGO® with 'Bricks at BOXPARK' this DSS. Visitors can enjoy shopping at the exclusive set up LEGO® Brick, a pop-up store that retails a variety of games for children and young adults up to the age of 16 years. The outlet is open from 12 noon to 10pm daily until the end of DSS. LEGO® has also lined up free to- attend workshops for kids between three and 16 years at the urban district.

The Jungle Book

CITY WALK

Activation: 14 July to 20 August – Building 10

Show: 20 to 30 July 2016 – Unit 41

A unique family based event offering fun and edutainment experiences. Step into a pre-historic world with your favourite Jungle Book characters, climb a tree house and enjoy the view of the jungle beneath or even go fishing with friends and family in the mini fishing pond at the water zone. Take home a memory of your Jungle Book experience with a pre-historic selfie stand and life size cut out of your beloved characters. Additionally, engage in a 25-minute live stage show featuring Mowgli, Baloo, Bagheera and Sher Khan as they transport you to the wilderness of The Jungle Book. And, don't miss the meet and greet opportunities after the show. Spend AED 150 at any retail outlet to get the chance to attend the show and visit the activation area.

Trash Pack Live Show and Workshop

1 - 10 August, Dragon Mart 2

Enter the world of the Trash Pack with the only live show of its kind in the region, featuring four vibrant characters and a host, including songs, dancing and audience interaction. The show uses the popularity of the characters to promote a theme around the protection of the environment and a strong recycling message.

Sugar Painting Workshop

21 - 30 July, Dragon Mart 2

At this DSS 2016 event, the ancient Chinese art of sugar painting will be demonstrated and tasty treats made available to the public.

Miss Fortune Circus

11 – 20 August, Ibn Battuta Mall

A bunch of hilarious misfits who have banded together to create a unique circus filled with laughs. Each show will be of 20 minutes duration and will feature a farce of four different 5-minute acts. The secret to the show's success is the audience participation - from having people on stage performing various acts to giving encouragement to the performers.

Save Our Summer

5 – 20 August, The Dubai Mall

A number of exciting, interactive activities that will give everyone that “holiday feeling” without having to leave the city during the summer. From roaming mascots and stage shows to edutainment workshops and mini fashion extravaganzas, The Dubai Mall is gearing up to offer visitors an unforgettable summer. Save our Summer culminates in three days of fashion shows (Aug 18, 19 and 20), with outfits modelled by some of Dubai's best pint-sized catwalk veterans. Other activities sure to entertain and engage our youngest fans include a mad scientist laboratory, a tea party in a growing garden, interactive story time, nail art and braiding classes, and much more.

'Summer in the City'

10 July – 20 August, Dubai Festival City Mall

At Festival Square – Beach and Park zone

Toys R Us Court – Sports Zone

Experience exciting & interactive summer activities indoors at Dubai Festival City Mall. Explore three summer themed zones (beach, park and sport) in the main atria with Interactive displays (simulators), Kids workshops (arts and crafts) and Photo opportunities (photo booths).

THE DEALS & PROMOTIONS PILLAR

Eat & Play

Ibn Battuta Mall: 14-16 July

Mall of The Emirates: 21-23 July

City Centre Mirdif: 28-30 July

Dine at participating restaurants within the shopping malls and receive discount vouchers for your child's entry to entertainment centres and leisure attractions.

Shop & Win Promotion

9 July – 20 August, Participating malls of Dubai Shopping Malls Group

Spend AED200 at participating malls and get a raffle coupon for a chance to win a brand new Infiniti Q50. There will be two winners per week so there are more chances of winning by visiting Al Bustan Centre Al Ghurair Centre, Arabian Centre, Bin Sougat Centre, BurJuman Centre, Century Mall Etihad Mall, Barsha Mall, Karama Centre, Oasis Mall Sunset Mall, Twin Tower, Palm Strip, Times Square Centre, Uptown Mirdiff, Dubai Outlet Mall, Al Madina City Centre Shindaga, City Centre Me'aisem, CITY WALK, BOXPARK and THE BEACH.

Go Where You've Always Wanted

7 July – 20 August, City Centre Deira & City Centre Mirdif

Shop and Win daily airline tickets to any destination for a minimum spend of AED300. Spend AED 1,500 and more and get instant guaranteed prizes!

SELECT

7 July – 20 August, Mall of the Emirates

Enjoy the trip of your dreams and more. Shop to spin the Globe and enter the draw to win a luxury trip wherever it lands. Shop for AED 450 and get a chance to win this mystery vacation worth AED 150,000.

Scratch & Win Instant Prizes

7 July – 20 August, Dragon Mart 2

Simply spend AED 200 at Dragon Mart 2 and get a Scratch & Win card with prizes that include vouchers from AED 25, AED 50, AED 75, AED 100, AED 200, AED 500 and AED 1500. Additionally there will be a weekly draw for 1 winner who will win AED 10,000 worth of shopping vouchers.

Summer Offers at THE BEACH

9 July – 20 August

Rent a Tuk Tuk and it will arrive straight to your home, park or any other venue for all kinds of parties and events. At Real Madrid Café, kids can enjoy meals every Monday with every adult meal ordered while kids will receive a color-in sheet and a Frozen-Yogurt cup at Menchies. Train ride along THE BEACH for AED 10 and discounts on Aqua Fun, Splash Pad and Reel Cinema

More Surprises Than You Can Take Home

9 July – 20 August, Ibn Battuta Mall

Snap up amazing deals on home ware, home décor, electronic goods, fashion, accessories and more. For every minimum spend of AED 300, receive a raffle coupon to enter into the draw. Five lucky winners every week for 6 weeks will win vouchers worth AED 10,000 from Ibn Battuta Mall stores. Total vouchers per week will be AED 50,000 for 6 weeks. Head down to Ibn Battuta Mall and enjoy the opportunity to shop & win shopping vouchers

A World Of Choice At 5% Off

16 May – 20 August, Dubai Duty Free

Enjoy amazing online Dubai Duty Free shopping experiences at your leisure in the comfort of your home. Shop online for over 3,000 world-class products and enjoy 5% off. Shop now at: online.dubaidutyfree.com

**Shop And Win in Mercato
9 July – 20 August, Mercato**

For every AED 200 spent at any shop or retail outlet in Mercato and Town Centre Jumeirah during DSS, customers will be entitled to receive one coupon that will be entered into the raffle draw to win one of the following prizes - Cadillac Escalade Car, a 7-night family trip of 4 to Mauritius or Jewellery Prize worth AED 25,000.

**My Emirates Pass
1 June – 31 August, Emirates Airline**

Pack more into your trip with exclusive offers around the city from My Emirates Pass. Dine, relax and play for less with special rates at restaurants, spas, golf clubs and more – in Dubai and beyond. So you'll have more left in your holiday fund. Special discounts and offers at over 65 restaurants and hotel dining outlets, 10 leisure experiences ranging from desert safaris, golf course packages and helicopter tours, in addition to a range of spa experiences that can be accessed for less with My Emirates Pass while in Dubai.

**Fill & Go – VIP by ENOC!
6 June – 28 August, ENOC/EPPCO service stations**

Purchase your VIP tag for AED 250 from any EPPCO/ENOC service station and get free fuel worth AED 100. For more information visit website @ vip.enoc.ae Or call 800ENOC

**Paris Gallery – The Leaders of Luxury
9 July – 20 August, Paris Gallery outlets**

Shop at Paris Gallery stores for the best offers this summer on a premium collection of over 650 international brands across several product categories including perfumes, skincare, makeup, watches, jewelry, sunglasses, accessories and leather goods

Full details of DSS can be found online and through related social media channels, letting young and old to truly 'Own the Summer' and take full advantage of what Dubai has in store for them.

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/dsssocal>

Twitter: <https://twitter.com/dsssocal>

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.