

**Issued by the Media Centre of Dubai Tourism**

**Press Release**

## **The World of LEGO® Returns to BOXPARK this Dubai Summer Surprises with ‘Bricks at BOXPARK’**

- *Destination Hosts Pop-Up LEGO® Store and Workshops for Children*
- *Photo opportunities with life-size LEGO® models bring an added element of fun*

**Dubai-UAE: 15 July, 2016** – BOXPARK, the offbeat destination by Meraas, overhauls into a district filled with all things LEGO® with ‘Bricks at BOXPARK’ this Dubai Summer Surprises (DSS). Since 9 July, the hip destination that is also home to first-of-a-kind retail and F&B outlets has stepped up the summer excitement with LEGO® inspired decorations.



Running until Saturday, 20 August, 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.

Adding to the experience is the chance to get a sneak peek at the highly anticipated LEGOLAND® Dubai opening in October 2016. Visitors to the pop up will have the chance to explore some of the elements that will be present in the park, from LEGO models and a ride car, to photo opportunities and the chance to win Annual Passes to LEGOLAND Dubai. In addition, guests will have the opportunity to buy the “First to Play” Annual Pass onsite. Also, two lucky families will have the

chance to win four annual tickets to LEGOLAND and LEGOLAND Waterpark when they spend AED100 at the merchandise store.



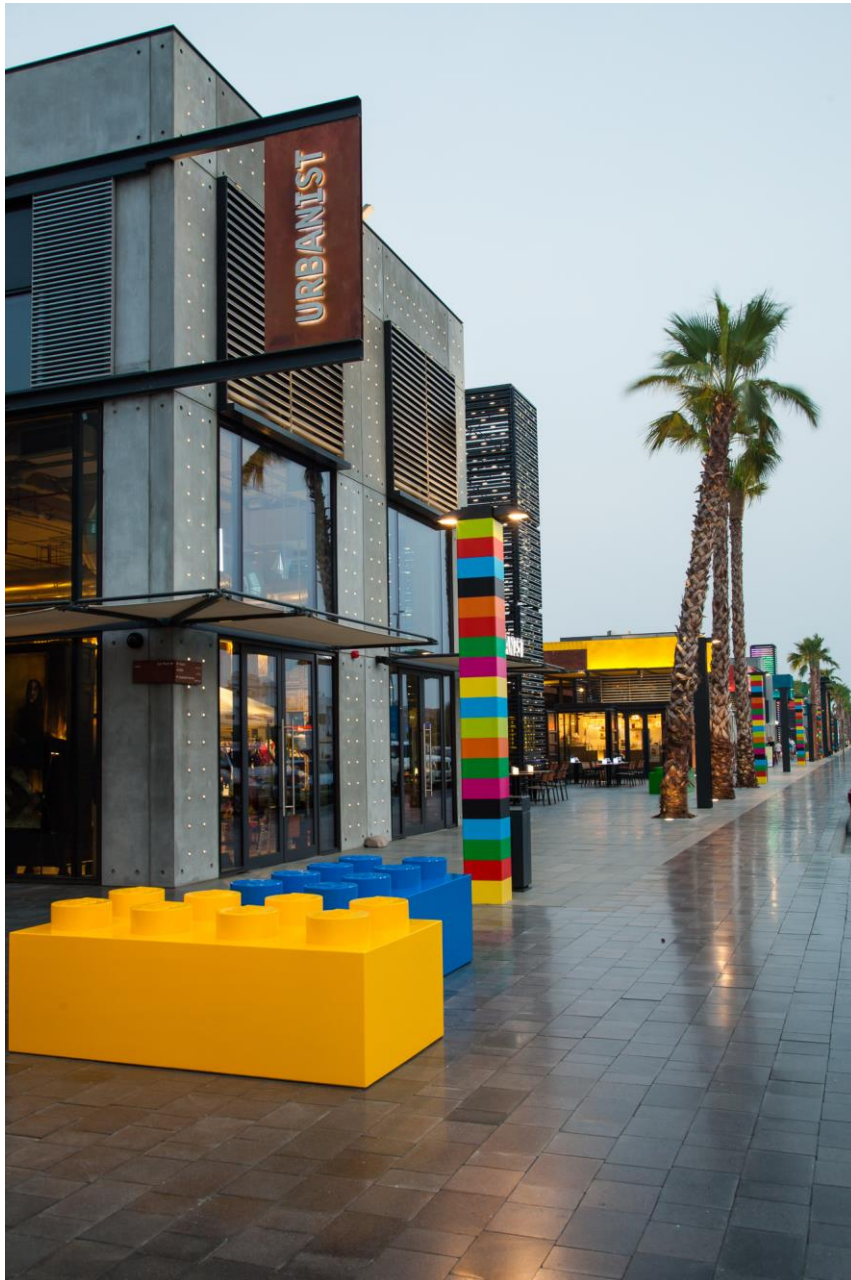
Visitors to BOXPARK also stand to win big this summer with Dubai Summer Surprises from 9 July to 20 August by entering a raffle at the destination. A weekly draw will take place with each lucky winner going home with two Infinity cars (Q50) with a grand total of 12 cars across six weeks to be won. Shoppers have the chance to participate in the raffle draw on every purchase of AED200 from BOXPARK's retail stores or F&B outlets.

Furthermore, as part of their participation at DSS, outlets at BOXPARK offer attractive discounts and promotions on purchases during the festival.





DSS, which is organized by the Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (Dubai Tourism), offers citywide events, mega attractions, plentiful shopping opportunities and winning options for visitors and residents from around the world.



BOXPARK has emerged as a destination of choice for the city's youth and the young at heart with its distinctive cafes like Gossip Dessert and The Brownie Box, Yamaha Café and Bikes'NBites to appeal to motoring hobby groups, and trendy concepts such as Typo, OnePiece, Toms, Swatch and Liv that have an uber-cool aesthetic.

**-ENDS-**