

PRESS RELEASE

Dragon Mart 2 hosts the loveable Barbie this DSS!

Fun-filled DSS activity runs from 11 – 20 August

Dubai, UAE; 9 August 2016: The loveable Barbie takes centre stage during Dubai Summer Surprises by making her debut appearance at Dragon Mart 2 tomorrow (Thursday, 11 August). Inspiring little ones with her athletic stance, Barbie will bring her own kind of magic to the young and young at heart at this fun-filled DSS activity, which runs until 20 August.

‘Barbie The Athlete’ experience will include live shows, and an engaging workshop, which will take place every day where girls can become a medal winner, with fun Barbie games like gymnastics, cycling, track and Barbie swimming activity. Great photo opportunities will be available for those who snap pictures of themselves with Barbie The Athlete. Following the thrilling stage shows, visitors can also avail themselves of the opportunity to ‘Meet-and-Greet’ with the iconic character!



Furthermore, fans and sporty kids can visit the incredibly stocked Barbie Store, featuring Barbie accessories and other athlete merchandise such as; backpacks, T shirts, electronics, arts and crafts and other toys.

The live shows will be held daily at 5:30pm, 6:30pm, 7:30pm, 8:45pm and 9:45 pm with the workshop commencing at 1pm and going on until 10 pm.

The **'Barbie You Can Be an Athlete'** 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 will run until 20 August under the theme 'Own The Summer', offering residents and visitors 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/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.