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**Photo Release**

# BOXPARK Rewards Lucky Jordanian Family with Annual Passes for LEGOLAND® Dubai in 'Bricks at BOXPARK' Campaign

**Dubai-UAE: 08 August 2016** – A Jordanian family that visited BOXPARK, the offbeat destination by Meraas in Dubai became the first lucky winners of four annual passes to LEGOLAND® Dubai and LEGOLAND® Waterpark. As part of the destination's innovative Dubai Summer Surprises 'Bricks at BOXPARK' campaign, a second winner will be announced on the final day of the event - Saturday, 20 August. The two winning families bag four annual tickets each to LEGOLAND® and LEGOLAND® Waterpark when they spend AED100 at the merchandise store.

During the campaign, visitors to BOXPARK can enjoy shopping at the exclusively set up LEGO® Brick 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.

Speaking about the exciting prize, winner Wafa Syed said: "It's certainly a pleasure to have been rewarded this fun prize at a BOXPARK promotion – this has been one of our favourite retail destinations in Dubai since its launch. My children have thoroughly enjoyed participating and learning even while they played at the LEGO® Brick workshop. My husband

and I look forward to taking our children to LEGOLAND® Dubai this October when it opens to put this win to use."

Adding to the experience, visitors to the pop-up store also gain the chance to get a sneak peek of the much anticipated LEGOLAND® Dubai prior to its grand opening. They can explore some of the elements that will be present at the park - from LEGO® models and a ride car, to photo opportunities. In addition, guests can also benefit from being among the earliest to purchase the 'First to Play' Annual Pass onsite.

Commenting on the DSS activities at BOXPARK, Saleh Al Geziry, Vice President - Retail Marketing, Promotions and Recreation, Meraas, said: "It has been an exciting summer at BOXPARK with the DSS campaign - organised in line with the strategic goals of the Dubai Festivals and Retail Establishments. We are thrilled with the visitor participation and Dubai's response to Bricks at BOXPARK – a first-of-a-kind collaborative activation with LEGOLAND® Dubai to truly enhance the visitor experience. We look forward to launching many more such fun activities that bring Dubai's most fascinating attractions closer to our customers."

In addition to the campaign, visitors to BOXPARK also stand to win big during Dubai Summer Surprises from 9 July to 20 August by entering a raffle draw at the destination. The weekly draws will see lucky winners driving off in two Infinity Q50 cars. A grand total of 12 cars are to be won across six weeks. Shoppers have the chance to participate in the raffle draw on every purchase of AED200 from BOXPARK's exclusive retail stores or wide variety of F&B outlets.

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