GOVERNMENT OF DUBAI

DUBAI Tourism للسياحة

PRESS RELEASE

Want to get the best deals and win a Jeep Wrangler? Visit Dubai Festival City Mall!

Mall's DSS promotion 'Summer in the City' takes the outdoor concept indoors

Dubai, UAE, 02 August 2016: The shopping excitement continues at Dubai Festival City Mall during Dubai Summer Surprises (DSS), where the outdoor concept is taken indoors with an array of fun-filled activities for the whole family.

To make their shopping experience even more rewarding, shoppers who spend AED 250 get the chance to win a Jeep Wrangler.

With three summer-themed interactive zones featuring the beach, park and sports, every member of the family will find something fun to do at Dubai Festival City Mall, including being a part of interactive displays in the form of simulators, playful and educational kids workshops on arts and crafts and photo opportunities at photo booths, in addition to countless retail offerings for happy shoppers.

The Beach and Park Zones will be located at the mall's Festival Square and the Sports Zone at the Toys R Us Court, offering a host of free activities daily until August 20, 2016. At the Beach Zone, children can play and collect shells in the indoor sandbox, or take a photo by the lighthouse and get their free DFCM DSS coloring-in book.

While young ones enjoy the countless events and interactive workshops, parents can go shopping and avail themselves of unbeatable discounts of up to 75 percent, and also the chance to drive away with a Jeep Wrangler.

DSS 2016, themed “Own The Summer”, runs until 20 August, offering shopping, world-class entertainment and rewarding experiences in what is the largest and longest summer extravaganza of its kind in the region.

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

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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.