

## MODHESH BEGINS TOUR TO SPREAD CITYWIDE CHEER

**'Meet-and-greet' sessions and shows at schools, hospitals and malls part of awareness campaign for Modhesh World, which is opening on 7 June at Dubai World Trade Centre**

**Dubai, UAE 28 May 2018:** Modhesh, the lovable mascot of Dubai's summer season, has embarked on a citywide tour to spread the messages of fun, joy, caring and sharing, among children, teenagers and families at various locations including schools, hospitals and malls. The goodwill journey will feature 'Meet-and-Greet' sessions and shows for school children and 'children of determination', as well as visits to malls to entertain families, and is aimed at creating awareness of the 19<sup>th</sup> edition of Modhesh World, which opens on 7 June and runs until 25 August at the Dubai World Trade Centre.

Modhesh World is part of the summer festivals and attractions organised by Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (Dubai Tourism).



**Ahmed Al Khaja, CEO, Dubai Festivals and Retail Establishment, said:** "Ahead of the opening of the 19<sup>th</sup> edition of Modhesh World, a comprehensive and fun-filled programme to entertain fans across the city has been prepared. The city tour by Modhesh also reflects the importance of contributing to the community and we feel that Modhesh is the ideal ambassador to help us connect with the wider society making summer fun for all ages. The 19<sup>th</sup> edition of Modhesh World promises to take family

fun to a completely new level and will reinforce its resounding success as a top destination for indoor summer fun!”

During his citywide interaction with fans of all ages, the ever smiling Modhesh will be busy posing for photographs and distributing complimentary tickets for visits to Modhesh World, one of the region’s biggest indoor edutainment destinations, which is set to usher in a new season of immersive experiences this summer under the theme ‘My Modhesh, My World’.



This year’s Modhesh World will offer families and young ones of all ages the opportunity to go on a seamless journey of adventure and fun through a bigger lineup of events and activities including two additional halls of fun and games.

Since it opened its doors in 2000, Modhesh World has been inspiring young minds by combining education with entertainment to offer a range of experiences that kids of all ages find both engaging and enjoyable at the same time. The mix of state-of-the-art and traditional attractions, interspersed with lively retail options and F&B outlets, makes Modhesh World one of the most frequented destinations in Dubai during summer. The event also complements the annual Dubai Summer Surprises, an annual festival organised by DFRE to reinforce Dubai’s position as a top summer family destination.

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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 Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

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