

WIN PRIZES WORTH AED 250,000 THIS BACK-TO-SCHOOL SEASON

- *Shop for items worth AED 100 at any one of Dubai Shopping Mall Group's participating malls to take part in this promotion*
- *The campaign runs until 12 September 2018*

Dubai, UAE – 3 September 2018: As the Back-to-School season gets into full swing around the city, Dubai Shopping Malls Group (DSMG) with the support of Dubai Festivals and Retail Establishment (DFRE) is running a 'Back-to-School' campaign, offering kids and parents rewarding shopping experiences.

The campaign, which kicked off on 26 August and runs until 12 September, gives 10 lucky families the opportunity to walk away with cash prizes worth AED 25,000 each! Shoppers will have to spend a minimum of AED 100 in any of the 17 participating malls to receive a raffle ticket that will be entered into the draw on 12 September. Hurry up and don't miss the chance to win 10 prizes worth a total of AED 250,000 at BurJuman mall.



Visitors can shop at the participating retail outlets for a chance to win at Al Bustan Centre, Al Ghurair, Al Mulla Plaza, Al-Madina Mall, BurJuman Centre, City Centre Al Barsha, City Centre Meaisem, City Centre Shindagha, Dubai Outlet Mall, Karama Centre, Oasis Centre, Reef Mall, The Mall, Times Square Centre, Mizhar Mall, Al Khail Gate and Mizhar II Mall.

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About Dubai Shopping Mall Group

Dubai Shopping Malls Group (DSMG) is a non-profitable, umbrella organization of malls set up under the patronage of the Dubai Department of Economic Development to promote shopping, retail trade and the mall industry in Dubai. Launched in 1998, one of the primary objectives of DSMG is to synergize marketing initiatives and provide better quality services to the visiting shoppers in the malls. As an association of malls, DSMG is committed to ensuring that the shopping experience in Dubai is without parallel, assuring visitors that any mall that is a member of the association will provide them with the right retail experience and deliver on quality, service and innovation.

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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