

Press Release

**ENJOY THE CHINESE NEW YEAR THIS WEEKEND WITH EXCITING
EVENTS AND PROMOTIONS**

Dubai, United Arab Emirates, 6 February 2019: To celebrate the Chinese New Year, Dubai Festivals and Retail Establishment (DFRE) revealed a variety of events and promotions taking place across Dubai this weekend, cementing the city's position as one of the best places to celebrate this special occasion:

- **LEGOLAND®**

Dubai will host **LEGO™** themed fun activities for the Chinese New Year this weekend, where kids can take part in mosaic-building, pin their wishes on a Wishing Wall and walk by Factory Street which will be decorated with traditional lanterns and red lights.



- **Dubai Festival City Mall**

Visitors to Dubai Festival City Mall can enjoy the IMAGINE show; an exclusive laser, light, fire and water show to celebrate Chinese New Year. The two-time Guinness World Record Breaking show is a spectacular artistic display that celebrates the Chinese spirit and will be performed daily every hour after sunset.



- **IMG Worlds of Adventure**

Families visiting the largest indoor themed entertainment destination IMG Worlds of Adventure this weekend will enjoy special promotions, including “buy-one-get-one-free” on admission tickets and 20 per cent off retail merchandise for all Chinese nationals and visitors.

- **Riverland™ Dubai**

Thrill seekers can head to the free-to-enter recreational hub this weekend and enjoy a selection of 35 restaurants and retail outlets which will be decked out in dazzling red and gold Chinese traditional lanterns to mark the occasion of Chinese New Year.

- **Mall of the Emirates**

Visitors can change their fortune this weekend by spending AED1,000 at Mall of the Emirates and be in the chance to win AED15,000 in cash in the daily raffle in celebration of Chinese New Year.

- **The Dubai Mall**

Shoppers to The Dubai Mall can take part in China Art, which will feature authentic Arts & Crafts workshops, traditional Chinese games, and an exciting programme of live performances. Don't miss the chance to discover ancient art forms in the Star Atrium, take part in Chinese finger palm painting, umbrella art and wooden egg carvings, or challenge the mind and play a friend at mahjong or Chinese checkers in the Fashion Avenue from 10am until 11am daily. Don't miss the chance to take photos of the interactive roaming parades taking place in the mall starting 4pm.



- **Atlantis The Palm, Dubai**

Celebrations will continue at the Dolphin Bay at Atlantis The Palm with 25 per cent off on entry tickets. Daily dolphin educational performances will take place daily from 11:40am at a special price of AED75 per person.

- **Dragon Mart**

To mark the occasion of Chinese New Year, visit Dragon Mart this weekend for a traditional celebration of culture. The venue will feature a host of outdoor entertainment and special offers and promotions in more than 500 shops across Dragon Mart 1 and Dragon Mart 2. In celebration of the occasion, visitors to the recently opened Fabyland at Dragon Mart 2 will be able to enjoy free access to play and trampoline areas across the two malls, as well as a 30 per cent off offer on Fabyland card packages.



- **Dubai Marina Mall**

Enjoy the Chinese New Year with family and friends this weekend at Dubai Marina Mall, which will be transformed with traditional and vibrant décor and will showcase spectacular entertainment acts and exciting activities to celebrate the culture of Chinese New Year.

- **Al Seef**

Families can take a trip to Al Seef this weekend, where over 30 stands will assemble along the streets for the food market, and visitors can sample all things deliciously Chinese, from spring rolls to dumplings and wontons, as well as delicacies from the region.

- **Dubai Parks and Resorts**

In celebration of the Chinese New Year, Dubai Parks and Resorts, strategically located halfway between Dubai and Abu Dhabi, will host a sprawling Chinese Market this weekend, featuring merchant exhibitions, Chinese craftsmanship displays, opera performances and Chinese art stalls.

Full details of Chinese New Year in Dubai calendar of promotions and events can be found on CNYINDUBAI.COM.

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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.

About Dubai Festivals and Retail Establishment

The Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai's Department of Tourism and Commerce Marketing, is responsible for developing Dubai's retail and festival sectors and supporting the positioning of Dubai as a world-class tourism destination with year-round family entertainment, shopping and events.

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