

**MEDIA ALERT**

## **DREAM APARTMENT UP FOR GRABS THIS DUBAI HOME FESTIVAL**

**Dubai, United Arab Emirates, 18 April 2019:** Dubai Home Festival's (DHF) key partners, Danube Properties, RAKBANK and Mastercard have unveiled a spectacular promotion that will award one lucky shopper with a brand new, fully-furnished apartment.



Starting 18 April to 30 April 2019, shoppers spending over AED 500 in participating home stores across 150 outlets will enter a grand prize draw to win a fully-furnished studio apartment in **Starz by Danube Properties** this festival season. Customers who use RAKBANK Mastercard Debit and Credit Cards will double their chances to win. One final prize winner will be announced on 1 May 2019 at 5pm at the Danube Properties Head Office in Al Manara, Dubai.

The Starz by Danube Properties innovative apartments are fitted with contemporary, modular furniture and feature the very best European technology, allowing people to transform the furniture to suit their

needs. Located at Al Furjan next to Discovery Gardens, the complex is conveniently positioned near Al Maktoum International Airport with a proposed metro station due to open soon.



**Mr. Atif Rahman, Director and Partner at Danube Properties commented:** “We are very proud to work alongside Dubai Festivals and Retail Establishment (DFRE) on the inaugural Dubai Home Festival and are committed to making this first edition a huge success. By offering such a large-scale prize, we hope to amplify the attractiveness of the festival and give customers even more reasons to shop for a range of homeware and appliances.”

**Frederic de Melker, Managing Director Personal Banking at RAKBANK, commented:** “We’re delighted to announce our strategic partnership with Dubai Festivals and Retail Establishment (DFRE) for their key retail events. At RAKBANK, we’re committed to bringing exciting lifestyle and retail benefits for our Cardholders. The inaugural edition of Dubai Home Festival brings exclusive promotions for homeware buyers and a chance to win an apartment. RAKBANK Mastercard Debit and Credit Cardholders get double

the chance to win in the draw. All they have to do is make purchases worth AED 500 or more with their RAKBANK Card at participating home stores.”

**Girish Nanda, General Manager, UAE and Oman at Mastercard, commented:** “Connecting people with Priceless possibilities is at the heart of our business, and through our partnership with RAKBANK and Dubai Festivals and Retail Establishment (DFRE) on the Dubai Home Festival, we’re able to offer consumers a chance to win this once in a life time prize. We’re delighted to double the chances of winning for our existing RAKBANK Mastercard Debit and Credit Cardholders and excited to be an exclusive partner with both RAKBANK and DFRE and be part of their campaigns and efforts to drive retail and tourism sectors in the UAE”.

Celebrating the very best of the emirate’s homeware offering, Dubai Home Festival (DHF), organised by Dubai Festivals and Retail Establishment (DFRE), will run from Thursday 18 April to Wednesday 1 May, 2019 and give interiors fans the perfect opportunity to shop. Showcasing Dubai as the hub of homeware in the Middle East, the citywide event will feature an array of unmissable home furnishing sales, exclusive promotions and events throughout the festival.

For full details of Dubai Home Festival in Dubai’s retail calendar of promotions and events, please visit [www.dubaihomefestival.com](http://www.dubaihomefestival.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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**About RAKBANK**

RAKBANK, also known as The National Bank of Ras Al Khaimah (P.S.C), is one of the UAE's most dynamic financial institutions. Founded in 1976, it underwent a major transformation in 2001 as it rebranded into RAKBANK and shifted its focus from purely corporate to retail and small business banking. In addition to offering a wide range of Personal Banking services, the Bank increased its lending in the traditional SME, Commercial, and Corporate segment in recent years. The Bank also offers Islamic Banking solutions, via RAKIslamic, throughout its 36 branches and its Telephone and Digital Banking channels. RAKBANK is a public joint stock company headquartered in the emirate of Ras Al Khaimah and listed on the Abu Dhabi Securities Exchange (ADX). For more information, please visit [www.rakbank.ae](http://www.rakbank.ae) or contact the Call Centre on +9714 213 0000. Alternatively, you can connect with RAKBANK via [twitter.com/rakbanklive](https://twitter.com/rakbanklive) and [facebook.com/rakbank](https://facebook.com/rakbank).

**About Mastercard**

[Mastercard](https://www.mastercard.com) (NYSE: MA), [www.mastercard.com](http://www.mastercard.com), is a technology company in the global payments industry. Our global payments processing network connects consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MastercardNews](https://twitter.com/MastercardNews), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).