



## **City Centre Bahrain Offers Promotions and Entertainment during Shop Bahrain**

**Manama, 15 February 2017:** City Centre Bahrain is offered its visitors an unparalleled shopping experience and international entertainment during the third-edition of the Bahrain Shopping Festival 'Shop Bahrain', the largest nationwide event held in the Kingdom.

Shop Bahrain, running until February 18<sup>th</sup>, also provides shoppers the opportunity to win valuable prizes during the weekly raffle draws.

"City Centre Bahrain is fully committed to supporting local initiatives that positions Bahrain as a thriving and unique shopping and entertainment destination. Shop Bahrain is a platform that is in line with Majid Al Futtaim vision to create great moments for everyone, everyday. The Festival's calendar of events and activities attracts the entire family to enjoy the Kingdom's offering," said Senior Mall Manager, City Centre Bahrain, Duaij Khalifa Al Rumaihi.

Further commenting on the partnership, Shop Bahrain Director, Mr. Yousef Al Khan said, "We are delighted to renew our partnership with City Centre Bahrain, one of the leading shopping malls in the Kingdom and an ideal destination for tourists. We value this partnership and look forward to providing Shop Bahrain visitors with an exciting line-up of activities and valuable prizes."

During Shop Bahrain, shoppers in City Centre Bahrain will receive 3 points for every BD1 spent against receipts totaling BD10 or more in any of the mall's outlets. The points will be registered within the Shop Bahrain loyalty system allowing shoppers to enter the

weekly raffle draws and the opportunity to win fabulous prizes. Also shoppers will receive instant prizes when they spend over BD50.

As a part of its entertainment activities during Shop Bahrain, City Centre Bahrain hosted the 'color drummers' during 27<sup>th</sup> and 28<sup>th</sup> of January where visitors enjoyed an exciting and celebratory performance. A group of international buskers, including illusionists and musicians, also performed during February 3<sup>rd</sup> and 4<sup>th</sup>.

Additionally, Nickelodeon's 'Teenage Mutant Ninja Turtles: Tire Race' show was also hosted along with a Balloon Power workshop that was set up for kids to make their favorite Ninja Turtle character balloon. Youngsters also got the opportunity to meet their favorite Ninja Turtle characters and take memorable pictures. The Ninja Turtle shows took place daily at 4:30pm, 6pm and 7:30pm. Ninja Turtle workshop timings were at 3:30pm, 5pm, 6:30pm and 8pm daily. The event was hosted from February 8-13.

Another activity that took place until February 14<sup>th</sup> was the 'Shop and Win' campaign where shoppers spending BD30 or more at the mall's outlets had the chance to win instant prizes during a 'Trick Box' game.

**-Ends-**

### **About "Shop Bahrain":**

The third-edition of the Bahrain Shopping Festival "Shop Bahrain" focuses on stimulating the retail and tourism sector in a 30-day celebration of family-fun activities, events, and shopping experiences. This nationwide festival offers a unique fun-filled shopping experience that attracts visitors from Bahrain and the neighboring countries. Shop Bahrain is co-organized by Bahrain Tourism and Exhibitions Authority and Tamkeen and is held in partnership with stakeholders from the public and private sectors.

### **About City Centre Bahrain**

City Centre Bahrain is the largest shopping, leisure and entertainment destination in Bahrain, attracting more than 14 million visitors annually. Spread across more than 158,000sqm of retail space, City Centre Bahrain offers an international mix of more than 340 exclusive brands including 60 dining outlets, with major stores such as the Kingdom's largest Carrefour hypermarket, Saks Fifth Avenue, Debenhams, Centrepoint, Pottery Barn and Home Centre. The mall's integrated family leisure offer includes Wahoo! Waterpark, the Middle East's first and largest indoor-outdoor waterpark, a 20-screen Cineco Cinema, and a Magic Planet. The mall is also adjoined by two premium hotels, the 5-star Westin Hotel City Centre Bahrain and Le Meridien Hotel City Centre Bahrain.