



Bahrain International Circuit Brings the Thrills and Excitement to the Festival City

Manama, 07 February 2017: Bahrain International Circuit (BIC) 'The Home of Motorsports in the Middle East' has announced their participation as an events partner in the third edition of Bahrain Shopping Festival 'Shop Bahrain' the largest event in the Kingdom.

As part of the collaboration, a booth was set up for BIC at the Festival City, where visitors were able to buy tickets to the 2017 Formula 1 Gulf Air Bahrain Grand Prix which comes as part of their Early Bird discounts. BIC booth visitors at the Festival City received 15% discount on their ticket purchase, in addition to 4 points in 'Shop Bahrain' loyalty system for every BD1 spent throughout the duration of the Festival which entitled them to enter the weekly raffle draws.

BIC offered its visitors a number of fun activities including a coloring section for kids. The Festival City visitors also got the chance to experience virtual F1 racing through a simulator that is provided at the booth and win valuable prize from BIC in the daily challenges.

Commenting on their participation, Commercial Director at Bahrain International Circuit, Mr. Sherif Al Mahdy said: "It gives us a great pleasure to be named as the event partner in the third edition of Bahrain Shopping Festival 'Shop Bahrain' as we encouraged visitors to participate in the activities that were held at the BIC booth located in the Festival City and purchase discounted F1 tickets as part of the Early Bird campaign."

"We value the partnership as BIC is one of the most prominent international sport activities in the Middle East and the world. This partnership also strengthened the Festival's position as the largest nationwide event that attracted visitors from Bahrain and abroad and we look forward to similar partnerships in the upcoming editions," added the Director of 'Shop Bahrain' Mr. Yousef Al Khan.

Shoppers and visitors can learn more about "Shop Bahrain" through the website: www.shopbahrain.com or through the account @shopbahrain on the social networking channels Facebook, Twitter, Instagram and YouTube. The Festival organizers have also launched a dedicated whatsapp channel on 38999111.

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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.