



Bahrain Mall Announced its Participation in 'Shop Bahrain' Festival

Manama, 09 February 2017: As part of the shopping malls participations in the largest event in the Kingdom, Bahrain Mall announced its collaboration with the third edition of 'Shop Bahrain' a 30-day celebration that will continue until 18th February, 2017.

On the occasion of its participation, Bahrain Mall hosts the 'Escape Code Room' activity, which tests the intelligence of shoppers and their friends, by collecting evidence and solving puzzles to escape from the locked room. This activity is ongoing throughout the duration of the Festival, and is open every day from 10am to 11pm.

Shoppers will receive 3 points for every BD1 spent against receipts totaling BD10 or more across all 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.

Bahrain Mall derives its design from the local Arabic environment, and is located between the vital roads of the capital city of Manama. Bahrain Mall seeks to provide the ultimate family shopping experience since its opening 15 years ago, the mall primarily attracts residents from Bahrain and other neighboring countries through hosting local initiatives including the 'Bahrain Bike Week' which attracts a large crowd from all over the Middle East.

"In the framework of our quest to provide the ultimate family shopping experience, we take great interest in supporting local initiatives throughout the year. 'Shop Bahrain' is considered as a significant nationwide event that offers shoppers of all ages fun activities, and a unique shopping experience with the chance to win fabulous prizes" commented Mr. Abhishek Shrivastava, Bahrain Mall Manager.

"We are pleased by Bahrain Mall's participation in 'Shop Bahrain', since it is considered as a popular destination vital for residents and visitors coming to Bahrain. This partnership will urge

them to shop and enter the Festival's raffle draws which offers a variety of valuable prizes" added 'Shop Bahrain' Director, Mr. Yousef Al Khan.

The Festival seeks to energize the tourism and retail sectors through a variety of activities, events, and awards including 12 cars, 25,000 instant prizes, and airline tickets. Shoppers and visitors can learn more about "Shop Bahrain" through the website: www.shopbahrain.com

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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.