



Enma Mall Participates in the Third Edition of 'Shop Bahrain'

Manama, 05 February 2017: Enma Mall, one of the leading malls in Riffa, has recently joined the third-edition of the Bahrain Shopping Festival 'Shop Bahrain' - the largest event in the Kingdom that will run until the 18th February, 2017.

During Shop Bahrain, Enma Mall shoppers will receive 3 points for every BD1 spent against receipts totaling BD10 or more across all mall outlets. The points will be registered within the Shop Bahrain loyalty system allowing shoppers to enter the weekly raffle draw and the opportunity to win fabulous prizes.

Mall visitors will enjoy playing the 'Mini Golf' and score points by competing with their friends and families. The 'Mini Golf' activity will take place from 4pm to 10pm every day throughout the duration of the Festival.

In addition to this fun activity held at the mall, Enma Mall has welcomed the well-known radio host and social media influencer Ali Najem for an autograph session and provided their visitors the opportunity to meet him and take memorable pictures.

"We are pleased to welcome the new edition of the largest event in the Kingdom 'Shop Bahrain' at Enma Mall. As we look forward to provide the mall visitors with a unique shopping experience and a chance to enjoy the activities hosted at the mall throughout the duration of the festival," stated Sarah Al Attar, the Office and Marketing Manager.

"Enma Mall has been supporting 'Shop Bahrain' for three years in a row. This year's edition offers a variety of fun-filled activities, in addition to valuable prizes that will provide mall visitors a rewarding shopping experience. Additionally, the shopping Festival will help

increase the foot-fall at the participating malls throughout its duration,” said Shop Bahrain Director, Mr. Yousef Al Khan.

Shop Bahrain aims to revitalize the tourism and retail sectors by hosting a number of entertaining activities and weekly raffle draws including 12 cars, airline tickets, and over 25,000 valuable prizes. 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.