



## **Festival City Attracts More than 35,000 Visitors**

**Manama, 1 February 2017:** More than 35,000 visitors visited the Festival City, located in Bahrain Bay. The Festival City, launched on the 19<sup>th</sup> of January, is held as part of the third-edition of the Bahrain Shopping Festival 'Shop Bahrain', the largest nationwide event held in the Kingdom that aims to support the growth of the tourism and retail sectors.

The Festival City features a festive atmosphere with a line-up of activities and entertainment for the entire family to enjoy. Visitors from Bahrain and neighboring Gulf countries will be able to enjoy the carnival games, market, outdoor cinema, live performances, musical acts and meet their favorite social media influencers attending the Festival.

"The number of visitors has surpassed our expectations. We are delighted with the positive outcome received till date and hope that all visitors enjoy the activities held as part of the Festival City," said the Shop Bahrain Director, Yousif Al Khan.

"The Festival City is one of the activities held during Shop Bahrain. Other activities include the in-mall entertainment and a unique shopping experience that promises great prizes through a weekly raffle draw," he added.

The Festival City will run until February 4<sup>th</sup> and is open during weekdays from 4pm till 10pm and on weekends from 4pm till 12 midnight. Entrance tickets are BD2 and include

tokens for carnival games and the chance to enter a raffle draw while children under 6 enter free of charge.

Shop Bahrain aims to revitalize the tourism and retail sectors by hosting a number of entertaining activities and weekly raffle draws that includes 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](http://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.