



Lulu Group Joins the Fun during ‘Shop Bahrain’

Manama, 06 February 2017: Lulu Hypermarket has revealed an exciting schedule of family fun activities taking place throughout the duration of the third edition of Bahrain Shopping Festival ‘Shop Bahrain’, in its six hypermarkets across the Kingdom in Dana Mall, Riffa, Hidd, Ramli Mall, Juffair, and Zinj.

Part of the line-up of activities includes the Masha & Bear show that will be held at Riffa on the 9th February, Zinj on the 10th February, and at Ramli Mall on the 11th February, while the Dinosaurs Show will be held at Ramli Mall on 16th February, Zinj on the 17th February, and in Hidd on the 18th February. All shows will take place from 7pm until 9pm.

A Bubble Show was also held in Riffa on the 26th January and in Juffair on the 28th of January. The third edition of ‘Sanskriti’ a celebration of vibrant Indian culture and food also took place in Lulu hypermarket in Galleria Mall, celebrating India’s Republic Day. This exciting fun-filled event coincides with ‘Shop Bahrain’ that will be running until 18th February 2017.

Lulu hypermarket shoppers will receive 3 points for every BD1 spent against receipts totaling up to more BD10 across any outlets. The points will be registered within the

Shop Bahrain loyalty system allowing shoppers to enter the weekly raffle draw for a chance to win one of the 6 cars, airline tickets, and more than 25,000 instant prizes.

Commenting on the participation, Lulu Group Regional Director Mr. Juzer Rupawala said: “We are delighted to take part in new edition of the nationwide event ‘Shop Bahrain’ and provide our shoppers an opportunity to enjoy the line-up of fun activities that are hosted throughout the duration of the festival while also providing them with a rewarding shopping experience.”

“‘Shop Bahrain’ aims to support both the country’s tourism and retail sectors and the festival is an ideal platform for retail groups to participate. Visitors coming into the Kingdom will also benefit from a wide variety of retail options catered to the entire family” said 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.