



‘Shop Bahrain’ Calendar of Events Unveiled

- **Shopping Festival will take place from 19th January to 18th February, 2017**
- **Festival City will be held in Bahrain Bay featuring fun-filled activities**
- **Return of ‘The Taste Tour’ with the collaboration of 29 restaurants**
- **Four weekly raffle draws with over 25,000 valuable prizes including 12 cars**

Manama, 17 January 2017: Shop Bahrain, the largest nationwide festival in the Kingdom of Bahrain, unveiled yesterday its’ Calendar of Events for the much-awaited festival during a press conference held at the Capital Club.

The third-edition of the Bahrain Shopping Festival, ‘Shop Bahrain’, is a unique 30-day celebration of Bahrain’s hospitality and tourism offering for the entire family and boasts a wide range of events and unbeatable promotions for residents and visitors. The festival will mirror the Kingdom’s position as an accessible family destination, renowned for its close proximity to the Gulf countries with easy access through the King Fahad Causeway and the Bahrain International Airport. The Festival will offer an incredibly diverse range of retail experiences.

The Festival, co-organized by the Bahrain Tourism and Exhibitions Authority (BTEA) and Tamkeen, is held in cooperation with the partners from the public and private sector such as Batelco, Gulf Air, and YK Al Moayed & Sons.

Organizers also held a Gulf-wide roadshow spanning the Kingdom of Saudi Arabia, Kuwait and Qatar in order to promote the festival.

“It gives us great pleasure to announce the calendar of events for the third-edition of the Bahrain Shopping Festival. Shop Bahrain aims to further drive the growth of the tourism and retail sectors in the Kingdom and contribute to the development of the national economy whilst increasing the average daily expenditure of tourists,” said the Chief Executive of the Bahrain Tourism and Exhibitions Authority, Shaikh Khalid bin Humood Al Khalifa.

Further commenting on the upcoming launch of Shop Bahrain, Festival Director, Yousif Alkhan said: “We remain focused to develop a strong partnership with all stakeholders in order to create a rich and fun-filled experience for residents and tourists. We have developed an enjoyable calendar of events for the entire family with valuable prizes at stake.”

Shop Bahrain will feature a ‘Festival City’, located in Bahrain Bay, and will boast a number of activities for the entire family including games, food stalls along with live entertainment and performances.

Shop Bahrain will also include a fun-filled schedule of entertaining activities at the participating shopping malls and hotels. Shoppers will be enrolled in the Festival’s loyalty system when purchasing directly from any participating outlet and partner allowing them to win a wide range of prizes including one of the 12 cars and over 25,000 valuable prizes. The four weekly raffle draws will take place at the Ministry of Commerce, Industry and Tourism headquarters.

Shop Bahrain Calendar of Events **19th January – 18th February 2017**

Main Events

Festival City

Location: Bahrain Bay

Date: 19 Jan – 18 Feb 2017

Time: Weekdays 4:00pm to 10:00pm
Weekends 4:00pm to 12:00am

Entrance Fee: BD 2

The ‘Festival City’ is a fun-filled event boasting a number of activities for the entire family including, games and food stalls along with live entertainment and performances.

Taste Tour

Date: 19th January 2017 to 18th February 2017

Time: Based on each restaurant’s operating hours

The ‘Taste Tour’ will return this year and will include a total of 29 participating restaurants. Participants will be able to sample dishes and vote for their favorite restaurants. They will also have the opportunity to win An Infinity Q50 car from YK Almoayyed & Sons as part of a ‘The Taste Tour’ raffle draw.

Raffle Draws

The festival will offer a fun-filled schedule of entertaining activities at the participating shopping malls and hotels, allowing for visitors to collect through the electronic system. Shoppers will also have the opportunity to win one of the 12 cars and over 25,000 valuable prizes. Four weekly raffle draws will take place at the Ministry of Commerce, Industry and Tourism headquarters.

Activities in Shopping Malls

The participating shopping malls will offer unique activities for all family members to enjoy.

Box of Luck:

Location: Seef Mall, Seef District

Date: Everyday

Time: From 12:00pm to 10:00pm

Footypool:

Location: Seef Mall, Muharraq

Date: Weekends

Time: From 10:00am to 11:00pm

Escape Chambers:

Location: Bahrain Mall, Sanabis

Date: Everyday

Time: From 10:00am to 11:00pm

Makeup Seminar with Fouz Al Fahad:

Location: Moda Mall

Date: 20 January 2017

Time: Friday from 4:00pm to 6:00pm

Kids Cinema

Location: Saar Mall

Date: 19th January 2017 – 2nd February 2017

Time: From 10:00am to 10:00pm

Mini Golf Circuit

Location: Enma Mall

Date: Everyday

Time: From 4:00pm to 10:00pm

Shop A Wish

Location: Dragon City

Date: Everyday

Time: Mall opening hours

Origami Workshop

Location: Dragon City

Date: Weekends

Time: from 5:00pm to 11:00pm

Art Wall

Location: Al A'ali Shopping Complex

Date: Everyday

Time: from 10:00am to 10:00pm

Color Drummers Performance

Location: City Center Bahrain

Date: 27- 28 January 2017

Time: 4:00pm, 6:00pm, 8:00pm, 10:00pm

Other Performances

Location: City Center Bahrain

Date: 3 - 4 February 2017

Time: 4:00pm, 6:00pm, 8:00pm, 10:00pm

Join the Game

Location: Yateem Center

Date: Weekends

Time: From 4:00pm to 9:00pm

Draw a Smile

Location: Bab AlBahrain Mall

Date: 27 January 2017

Time: From 4:00pm to 10:00pm

Date: 28 January 2017

Time: From 9:00am to 2:00pm

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.

-Ends-

About Shop Bahrain:

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. The Bahrain Tourism and Exhibitions Authority manages the festival this year in partnership with stakeholders from the public and private sector.