



‘Join the Game’ on the weekends at Yateem Centre

Manama, 26 January 2017: As part of the activities held at the participating shopping malls in the third edition of ‘Shop Bahrain’, Yateem Centre hosts ‘Join the Game’ challenge over the weekends throughout the duration of the Festival.

Visitors of Yateem Centre will get to enjoy life sized games such as ‘Checkers’ and ‘Jenga’ with their families and friends, and get to experience a whole new way of playing their favorite games. Shoppers can take part in this activity that is held from 4pm to 9pm until 18th February.

The third edition of ‘Shop Bahrain’ seeks to energize the tourism and retail sectors through the various activities and events such as the ‘Festival City’ and the ‘Taste Tour’. The Festival allows shoppers to win a wide range of prizes including one of the 12 cars and over 25,000 valuable prizes through the weekly raffle draws.

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

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.