



Press Release

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Bahrain International Circuit Brings More Excitement to the Festival City

Manama, 24 January 2018: Bahrain International Circuit (BIC) 'The Home of Motorsports in the Middle East' has announced its participation as an events partner in the fourth edition of Bahrain Shopping Festival 'Shop Bahrain', the largest event in the Kingdom.

As part of the collaboration, BIC has set up a dedicated booth at the Festival City. Visitors will be able to buy early-bird tickets for the 2018 Formula 1 Gulf Air Bahrain Grand Prix, entitling them to a 15% discount on their ticket purchase. In addition, four points in 'Shop Bahrain' loyalty system will be granted for every BD1 spent throughout the duration of the Festival, enabling them to enter the raffle draws.

Commenting on their participation, Commercial Director at Bahrain International Circuit, Mr. Sherif Al Mahdy said: "It gives us great pleasure to be the event partner of Shop Bahrain for the second year in a row. This partnership highlights our keenness to support local initiatives to further enhance the cooperation between the private and public sectors and contribute to the Kingdom's economic vision."

"We encourage visitors to purchase the discounted F1 tickets as part of the early bird campaign, where customers can spend and collect points through 'Shop Bahrain' loyalty system to enter the raffle draws for more than 80,000 valuable prizes, which also include 20 cars."

Further commenting on the partnership, Director of 'Shop Bahrain' Mr. Yousef Al Khan added: "We value our partnership with BIC, being one of the most prominent international sport activities in the Middle East and the world. This partnership has strengthened the Festival's position as the largest nationwide event attracting visitors from Bahrain and abroad and we look forward to similar partnerships in the upcoming editions."

"Festival City" is one of the main events under "Shop Bahrain". Exciting activities will continue at Festival City until 27 January 2018 from 4:00 pm to 10:00 pm on weekdays and from 4:00 pm to 11:00 pm during weekends.

The Bahrain Shopping Festival, which runs from January 11 to February 10, 2018, aims to revitalize the tourism, retail and food sectors and aims to showcase the Kingdom's position as an accessible family destination, renowned for its close proximity to the Gulf countries. The Festival will offer a diverse range of retail experiences. Shoppers will be enrolled in the Festival's loyalty system when purchasing directly from any participating outlet and partner enabling them to win up to 80,000 prizes.

Shoppers can learn more about "Shop Bahrain" by visiting the website: www.shopbahrain.com or through the account @shopbahrain on the social networking channels Facebook, Twitter, Instagram and YouTube, in addition to a dedicated whatsapp channel on.+973 33480480

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