



Press Release

For Immediate Release

‘Shop Bahrain’ Unveils Calendar of Events

- **Shopping Festival will take place from 11th January to 10th February, 2018**
- **Festival City will be held in Bahrain Bay featuring fun-filled activities**
- **Return of the ‘Taste Tour’ with more than 40 participating restaurants**
- **Raffle draws with over 80,000 valuable prizes including 20 cars**

Manama, 09 January 2018: Shop Bahrain, the largest nationwide Festival in the Kingdom of Bahrain, unveils its’ Calendar of Events for the much-awaited shopping Festival that will take place from 11th January and will run until the 10th February 2018 .

The Festival this year will create an unforgettable calendar of events for the entire family including many surprises, exciting range of in-mall activities and more than 80,000 valuable prizes in the raffle draws held during the 30-day event including cars, travel tickets, and much more .

‘Shop Bahrain’ organized by the Bahrain Tourism and Exhibitions Authority (BTEA) in cooperation with partners from the public and private sectors such as Tamkeen, YK Al Moayyed, VIVA Bahrain, and Gulf Air .

“We are delighted to announce the calendar of events for the fourth-edition of the Bahrain Shopping Festival. Shop Bahrain aims to further drive the growth of the three main sectors: tourism, retail, and culinary by providing events and activities that are suitable for the entire family and contributing to the development of the national economy through our partnership with the public and private sector,” said the Chief Executive of the Bahrain Tourism and Exhibitions Authority, Shaikh Khaled bin Humood Al Khalifa.

“Shop Bahrain aims to attract visitors from Bahrain and abroad by hosting wide-range of exciting family oriented events throughout the duration of the Festival. We also ensured to host events that suits the interest of all age-groups. We encourage everyone to join the fun and visit Bahrain to be part of the festivities," he also added.

‘Shop Bahrain’ Organizers also held a GCC roadshow in the Kingdom of Saudi Arabia and Kuwait in order to promote the Festival and increase the number of tourists coming to Bahrain while mirroring the Kingdom’s position as an accessible family destination, offering fun-filled activities that will coincide with the holidays of the Gulf region and Bahrain .

Shop Bahrain will feature the return of the ‘Festival City’, located in Bahrain Bay, and will boast a number of activities for the entire family including carnival games, outdoor markets, along with live entertainment and performances as well as the return of the ‘Taste Tour’ that will include more than 40 restaurants located all around the Kingdom offering mouth-watering set menus. Visitors and residents participating in the ‘Taste Tour’ will get the opportunity to enter the raffle draw and win a Nissan Petrol.

The participating malls will also include a line-up of entertaining activities for their visitors to enjoy along with their families. ‘Shop Bahrain’ will also provide a unique shopping experience at the participating malls and hotels allowing visitors to collect points in the Festival’s loyalty system and enter the raffle draws to win more than 80,000 valuable prizes including 20 cars.

Shop Bahrain Calendar of Events
11th January – 10th February 2018

Main Events

Festival City

Location: Bahrain Bay

Date: 11th January – 27th January

Time: Weekdays 4:00pm to 10:00pm
Weekends 4:00pm to 11:00pm

Entrance Fee: BD 2 (Free for kids below the age of 4)

The 'Festival City' is a fun-filled event boasting a number of activities for the entire family including an outdoor market, carnival games, and live performances.

Taste Tour

Date: 11th January – 10th February

Time: Based on each restaurant's operating hours

Price: Set menus will range from BD 5 to BD 12

The 'Taste Tour' will return this year and will include more than 40 participating restaurants. Participants will be able to sample dishes and vote for their favorite restaurants. They will also have the opportunity to win a prize 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 visitors to collect through the electronic system. Shoppers will also have the opportunity to win over 80,000 valuable prizes. 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.

Orange Drummers:

Location: Seef Mall, Seef District

Date: 11th January – 13th January

Time: 5:00pm, 7:00pm, and 9:00pm

Colored Mirrors:

Location: Seef Mall, Muharraq
Date: 18th January – 20th January
Time: 5:00pm, 7:00pm, and 9:00pm

Mr. Will & Mrs. Kate:

Location: Seef Mall, Muharraq
Date: 11th January – 10th February
Time: 5:00pm, 7:00pm, and 9:00pm

Crystal Challenge:

Location: The Bahrain Mall
Date: 11th January – 10th February (during weekends)
Time: 4:00pm - 10:00pm

Musical Street Performance

Location: The Avenues
Date: 18th January – 20th January
Time: 5:30pm, 7:00pm, and 9:00pm

Musical Exhibition

Location: The Avenues
Date: 11th January – 10th February (during weekends)
Time: 10am – 12am

Mirror House

Location: Dragon City
Date: 11th January – 10th February
Time: 4:00pm – 10:00pm

Jean Debuffet

Location: City Centre Bahrain
Date: 11th January – 13th January
Time: 5:00pm, 7:00pm, and 9:00pm

Sweets for Kids

Location: City Centre Bahrain
Date: 25th January -27th January
Time: 5:00pm, 7:00pm, and 9:00pm

Snakes & Ladders

Location: Yateem Centre
Date: 11th January – 10th February

Time: 4:00pm - 10:00pm

Traditional Game Tournament

Location: Bab Al Bahrain Mall

Date: 2nd February – 3rd February

Time: 4:00pm - 10:00pm

Indian Dhol Walkabout Performance

Location: Gold City

Date: 18th January – 20th January

Time: 5:00pm, 7:00pm, 9:00pm

Winter Wonderland

Location: Al A'ali Shopping Complex

Date: 18th January – 18th February

Time: Weekdays: 4:00pm – 10:00pm

Weekends: 4:00pm – 12:00am

Connect Four

Location: El Mercado

Date: 25th January – 10th February

Time: 4:00pm – 10:00pm

Giant Ludo

Location: Saar Mall

Date: 11th January – 10th February

Time: 4:30pm – 10:00pm

Camping Experience

Location: Saar Mall

Date: 11th January – 10th February (during weekends)

Time: 4:30pm – 10:00pm

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 33480480.

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