



## VIVA Bahrain Partners up with the 4<sup>th</sup> edition of Shop Bahrain

**Manama, 16 January 2018:** VIVA Bahrain, the Kingdom's leading telecommunications service provider, launched a series of promotions and benefits for its customers coinciding with its strategic partnership with the fourth-edition of Shop Bahrain, the largest event in the Kingdom.

'VIVA Winter Wonderland', the largest outdoor ice skating rink in the region and one of the Festival's main attractions, will be held between the 18<sup>th</sup> of January and until the 17<sup>th</sup> of February. The attraction will be located at Al A'ali Shopping Complex and will be surrounded by a market that provides the opportunity to local businesses where they can showcase their products to a larger audience in a family friendly environment.

During the month-long partnership, VIVA Bahrain customers will receive six points for every BD1 spent at all participating malls and outlets which in return will increase their chances of winning valuable prizes.

Commenting on the strategic partnership with "Shop Bahrain", VIVA Bahrain's CEO Mr. Ulaiyan Al Wetaid said: "We are delighted to renew our partnership for the second time in a row with the largest shopping festival in the Kingdom. A Festival that is considered

one of the nation's leading initiative contributing towards boosting the economy and further attracting tourists.”

“Moreover, we are delighted to announce our sponsorship of the “VIVA Winter Wonderland”. We have previously witnessed a great turnout generated by the event as it offers a unique and enjoyable experience. We are also proud to provide our customers with the highest number of points when shopping during the Festival providing them with a greater chance to win valuable prizes.”

The Shop Bahrain Festival aims to revitalize the tourism, retail and restaurants sectors by providing a unique shopping experience with endless fun, valuable prizes, and a delicious dining experience. Furthermore, the Festival seeks to demonstrate the Kingdom's status as a close and welcoming destination for families in the Gulf region. The Festival is scheduled to run from the 11<sup>th</sup> of January to the 10<sup>th</sup> of February 2018.

Shoppers and visitors can learn more about "Shop Bahrain" through the website: [www.shopbahrain.com](http://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 +973 33480480.

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