



## Shop Bahrain Launches VIVA Winter Wonderland

**Manama, 19 January 2018:** Shop Bahrain, the largest event in the Kingdom of Bahrain, announced the launch of 'VIVA's Winter Wonderland', an outdoor ice skating rink located behind Al A'ali Shopping Complex in Seef District.

The fun-filled event will run until the 17<sup>th</sup> of February and includes a number of activities including an outdoor market and live performances.

"We are delighted to be a part of Shop Bahrain for the second year in a row. Our strategic partnership aims to support national initiatives that seek to stimulate the national economy and attract visitors to the Kingdom," said the Chief Commercial Officer for VIVA Bahrain, Karim Tabbouche.

"The 'VIVA Winter Wonderland' event will provide the whole family with the perfect opportunity to enjoy the festive season in a unique experience where they can enjoy skating and shopping in the open air," he added.

Further commenting on the event, Head of Tourism Relations at the Bahrain Tourism and Exhibitions Authority, Reem Tawfiqi: "we would like to thank VIVA Bahrain for its continuous support of the Bahrain Shopping Festival and its exclusive partnership of the VIVA Winter Wonderland. The month long event brings together elements of shopping

and fun in one area for the entire family to enjoy.”

The 'VIVA Winter Wonderland' is open daily to visitors during the weekdays from 4pm to 10pm with tickets priced at BD4 for children and BD5 for adults. During the weekends, the event will be held from 4pm to 12am, and tickets are BD3 for children and BD4 for adults. VIVA's customers will get an exclusive discount of BD0.500 per price.

Launched on the 11<sup>th</sup> of January, Shop Bahrain aims to revitalize the tourism, retail and restaurant sectors by providing a unique shopping experience filled with fun activities, prizes and delicious food further positioning the Kingdom as a welcoming destination for families in the Gulf region.

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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