



## **Photo Release**

### **Dubai Ice Rink turns into Winter Wonderland for Festive Season**

- *It's officially winter and Festive Season at Dubai Ice Rink*
- *'Snow Babies on Ice' programme teaches children from 18 months to 5 years old how to skate*

**Dubai, UAE; December 21, 2011:** Emaar Retail LLC, the provider of premium leisure and retail experiences, presents the Winter Wonderland Programme featuring 'Snow Babies on Ice' until December 31, 2011 at Dubai Ice Rink, the Olympic-sized ice-skating and events venue, located in The Dubai Mall.

Families will get a real feel of winter and the festive season this year at Dubai Ice Rink, as it transforms into a Winter Wonderland featuring festive music, activities, decorations, a festive tree, sleigh rides, gifts and much more.

Gordon Kirk, General Manager, Dubai Ice Rink, said: 'It's that special time of the year again, and we want to offer families a unique Festive Winter atmosphere. With this year's programming at Dubai Ice Rink, we bring you the cool and delightful feel of winter and the festive season in all its splendour.'

Santa will be handing out sweets, treats and gifts while skating with the little ones every Thursday, Friday and Saturday until Dec. 24 between 4.45 and 7pm. Children will have the opportunity to take their picture with him on Dec. 23 between 9.45pm and midnight.

The new 'Snow Babies on Ice' programme will allow parents to see their little ones familiarize and learn how to skate, every Monday at 10:00am. Toddlers from 18 months to 5 years old will be introduced to skating by a team of well-trained coaches that will evaluate age, level and teach a 30 minutes class accordingly.

Parents will be allowed to get on ice with their little ones to proudly witness their progression as they familiarize with the ice rink. In order to learn, toddlers get on the ice, sit, feel and touch the ice and play with stimulating colourful toys. The coach will encourage the child to get a toy, and if and when he is ready, will teach him how to skate. Every new skating athlete gets a certificate upon completion.

The Winter Wonderland Programme will end with a special New Year's Eve Disco party on Dec. 31 from 9.45pm to midnight. A promise to put everyone in a celebration mood a DJ will make everyone dance and skate on the best beats of 2011.

In addition to Dubai Ice Rink, Emaar Retail LLC manages a strong portfolio of exclusive leisure and retail concepts including Dubai Aquarium & Underwater Zoo featuring the Guinness World Record for the largest acrylic viewing panel and featuring over 33,000 aquatic animals; the unique children's' edutainment centre KidZania®; Reel Cinemas, the UAE largest megaplex with 22-screens; and SEGA Republic, the region's first and largest SEGA indoor theme park - all in The Dubai Mall. Reel Cinemas has also introduced the first 'premier' boutique 6-screen Cineplex at Dubai Marina Mall.

**-ends-**



Retail

**For further information, please contact:**

Kelly Home / Nivine William

ASDA'A Burson-Marsteller

(+9714) 4507 600

[k.home@asdaa.com](mailto:k.home@asdaa.com), [n.william@asdaa.com](mailto:n.william@asdaa.com)