



## **Press Release**

### **Emaar Retail celebrates 'Summer in Dubai' with new aquatic exhibits, packages, blockbusters and competitions for the whole family**

- *Leisure choices for whole family at Dubai Aquarium & Underwater Zoo, Dubai Ice Rink, SEGA Republic, KidZania® and Reel Cinemas*
- *Discounts and offers across all attractions*
- *Exhilarating competitions with cash prizes*
- *Summer Camps offer added fun for the little ones*

**Dubai, UAE; July 06, 2011:** This 'Summer in Dubai', one leisure destination is offering all the fun choices for a memorable holiday experience for the entire family. Emaar Retail LLC, the premium leisure and entertainment provider, is hosting an array of entertainment activities across all its attractions in The Dubai Mall that will appeal to both young and old.

Arif Amiri, Chief Executive Officer, Emaar Retail LLC, said: "Summer in Dubai is one of the key retail and tourism initiatives in Dubai that drives visitor traffic to the city. Emaar Retail, through our diverse leisure attractions, has already established a strong imprint in boosting the tourism and leisure sector of Dubai. To offer visitors a memorable holiday and leisure experience this summer, we are further showcasing several innovative activities, all tailored for the family."

Emaar Retail is offering special discounts until July 31, 2011, across all its leisure and entertainment attractions including Dubai Aquarium & Underwater Zoo, Dubai Ice Rink, KidZania®, SEGA Republic and Reel Cinemas to add to the fun quotient this summer.

The must-visit tourist attraction in the city, Dubai Aquarium & Underwater Zoo at The Dubai Mall is marking 'Summer in Dubai' with three new exhibits at its dedicated 'Creepy Crawlies' showcase. These include Ball Pythons, Cayman Lizards and African Clawed Frogs. Visitors have the opportunity for a close encounter photograph with the Ball Python. They can also enjoy a range of aquatic activities including animal feeding presentations, Glass-bottom Boat Rides, shark dives, penguin exhibits or listen to Shark Tales story-sessions, among other fun activities.

Held under the patronage of His Highness Sheikh Majid bin Mohammed bin Rashid Al Maktoum, Chairman of the Dubai Culture & Arts Authority, the Olympic-sized Dubai Ice Rink hosted a summer fun programme. Little ones took part in free competitions to win a range of attractive prizes. Summer Fun programme featured basic skating and contests on ice including Penguin Racing and Shoot the Puck. Dubai Ice Rink has recently added Penguin Skating Aids, colourful accessories that make skating lessons easier and fun for young visitors.

SEGA Republic, the largest of its kind indoor theme park in the region, also in The Dubai Mall, will celebrate summer fun with the Half Pipe Canyon championship, a must-try for all adventure ride enthusiasts. The event, focused on the skateboarding based ride which has a 7 metre incline, is open to all above 18 years of age, and will be held over four weeks until July 29. The first three winners will receive cash prizes of AED 10,000, AED 5,000 and AED 3,000.



KidZania®, the unique children's edutainment centre, is offering its new Summer Package for AED 170 only. The package will offer a start-to-end experience at the edutainment centre with all-day access. The package includes a child entry, a pizza-making activity where the child gets to take home the pizza made, a souvenir photograph and a discount voucher for the souvenir outlets in KidZania®. Another added value is the ease in use of the express check-in counter for Summer Package tickets. KidZania will also reach out to visitors to the mall with the lovable mascots Urbano, Vita and Bache roaming the KidZania® pavilion in the mall during Dubai Summer Surprises. The pavilion will provide visitors the convenience of purchasing KidZania tickets and merchandise on the go.

Reel Cinemas, the 22-screen megaplex, is bringing the best of summer blockbusters to town including *Transformers*, *Cars* and the final *Harry Potter* adventure. *Transformer* lovers can also see a miniature model of Autobot Bumblebee displayed at KidZania®.

Emaar Retail is also running a special five-day summer camp that integrates fun with learning at Dubai Aquarium & Underwater Zoo, Dubai Ice Rink, KidZania®, Reel Cinemas, SEGA Republic and the newly introduced addition to the camp, *At the Top, Burj Khalifa*. Hosted for the second consecutive year, The Dubai Mall Summer Camp 2011 will be held from 9am to 3pm between July 3 and August 25. For bookings, contact [enquiries@thedubaiaquarium.com](mailto:enquiries@thedubaiaquarium.com) or call 04 4485200. Admission to the summer camp is priced at AED 600.

This complements the dedicated KidZania® Summer Camp - with themed workshops that enhance the concept of education through fun and creativity.

A summer of thrills, exhilaration, action, and all-round fun awaits the little ones and visitors at the leisure attractions of Emaar Retail LLC this year.

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