



Press Release

Week-long ‘Summer Fun at Dubai Ice Rink’ from June 24 opens a world of cheer and games for little ones

- *Held under the patronage of His Highness Sheikh Majid Bin Mohammed Bin Rashid Al Maktoum*
- *Seven-day event from June 24 open to children over the age of 5 years*
- *Free ice-skating lessons, Penguin Race and Shoot the Puck competitions*

Dubai, UAE; June 25, 2011: Children in Dubai above the age of five years will be treated to a world of cheer, games and prizes galore at ‘Summer Fun at Dubai Ice Rink,’ to be held from June 24 to 30, 2011, the Olympic-sized venue at The Dubai Mall.

Held under the patronage of His Highness Sheikh Majid Bin Mohammed Bin Rashid Al Maktoum, Chairman of the Dubai Culture & Arts Authority, ‘Summer Fun at Dubai Ice Rink’ will feature free basic ice-skating lessons, and feature Penguin Races and Shoot the Puck competitions with the winners to take home attractive prizes.

Mr Arif Amiri, Chief Executive Officer, Emaar Retail LLC said: “We are honoured to host ‘Summer Fun at Dubai Ice Rink,’ held under the patronage of His Highness Sheikh Majid Bin Mohammed Bin Rashid Al Maktoum, with the aim of promoting sporting skills in Dubai’s youngsters and encouraging them to take part in competitive sports activities that foster team spirit. In addition to inculcating new skills in the young participants, the competitive event will add to the fun choices available for children this summer. The Dubai Ice Rink has evolved as one of the must-visit leisure destinations in Dubai, offering a perfect venue for a range of events that capture the attention of visitors.”

‘Summer Fun at Dubai Ice Rink,’ open for all children in the age group 5 to 14 years, will be held from Sunday to Thursday from 12.15pm to 2.15pm and 7.30pm to 8.30pm, and on Friday and Saturday from 11.15am to 1.15pm and 7.30pm to 8.30pm.

The students between the age of 5 and 14 years will compete in sessions and three winners will be selected for gold, silver and bronze awards. The first prize winner will also be offered the opportunity to take part in a 4-day Learn-to-Skate camp; the second prize winner will be offered the first level of the Learn-to-Skate camp; and third prize winner will win five complimentary public skate sessions.

The basic skating lessons for the participants will be offered by professional instructors at Dubai Ice Rink with five coaches assigned for ten children each. The students will be given hands-on training on skating posture, position, penguin steps, gliding and getting to grips. They will then proceed to take part in the Penguin Race lasting 35 minutes, using the newly introduced safe Penguin Skating Aids. The participants will also take part in the ‘Shoot the Puck’ competition, for which the ice rink will be specially carpeted.



In addition to Dubai Ice Rink, Emaar Retail LLC manages Dubai Aquarium & Underwater Zoo, featuring over 33,000 aquatic animals; SEGA Republic, the largest of its kind indoor theme park in the region; KidZania®, a unique children's edutainment centre; and the 22-screen Reel Cinemas – all in The Dubai Mall; and the six-screen premier boutique Reel Cinemas Cineplex in Dubai Marina Mall.

Emaar Retail is taking part in 'Summer in Dubai' with a range of colourful activities across all its leisure assets. It is also running a special five-day summer camp that integrates fun with learning at Dubai Aquarium & Underwater Zoo, Dubai Ice Rink, KidZania®, SEGA Republic and the newly introduced addition to the camp, *At the Top, Burj Khalifa*.

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