

## **Oman Avenues Mall announces the 'Grand Celebrations' campaign**

April 29, 2018

MUSCAT: To mark its third-year anniversary, Oman Avenues Mall, the Sultanate's prominent leisure destination has lined up 'Grand Celebrations' for the benefit of its valued visitors and customers. Through the activities planned for 'Grand Celebrations', Oman Avenues Mall wants to deliver an excellent impression and create an elevated experience for the visitors.

This year the main highlight of the celebration is the "Shop and Win" sweepstake where in Oman Avenues Mall offers its guests a chance to win up to OMR 3000 on every OMR 10 spent at the mall starting from April 20 until May 10.

To keep the guests and their families entertained, the Mall has also brought in three international entertainers to perform at the mall premises. The performances include The Great Dave's show from Australia, Hugo's Acrobatic Act from Spain and Mauranga's one-man show from Argentina. Each week there will be different performances with three shows per day.

Mr. Derick Michael, General Manager for Oman Avenues Mall said, "We wanted to thank our customers who have been instrumental in helping us complete three glorious years successfully. The 'Grand Celebrations' campaign aims to connect with visitors which is why we have chosen family-orientated shows that are visual spectacles performed by world-class entertainers. With so many fantastic performers from all over the world it is sure to be a delightful experience for visitors."

Being the Sultanate's most prominent leisure destination, Oman Avenues Mall management feels it is vital to keep adding value to the overall experiences of the mall to best reflect its magnificence.

### **About: Oman Avenues Mall**

Oman Avenues Mall, a division of the renowned LuLu Group International, based at Abu Dhabi, is one of the largest and finest malls in the Sultanate of Oman. Oman Avenues Mall boasts an impressive line-up of prestigious retailing brands, fine dining options, and fun, entertaining experiences for the discerning shopper; while being envisioned as a dynamic new retail-led mixed-use destination. The genesis of the concept is the creation of a true multi-use development that assimilates venues for retail, entertainment, hospitality, and high end commercial use. Oman Avenues Mall, with its striking architecture, is an eclectic ensemble of retail offerings spread across 72,000 square-metres of built-up space in 145,000 square-metres. This ultimate shopping destination has an impressive line-up of retailers unrivalled by any other shopping centre in Oman. Located in the heart of the city with a host of unparalleled amenities and services, Oman Avenues Mall will provide the most refreshing experience that you have ever had.

**ATTENTION: EDITORS/JOURNALISTS:**

**OMAN AVENUES MALL:** Due to branding and marketing-related concerns in the Middle East retail sector, Oman Avenues Mall is obliged and mandated to ensure that the name 'Oman Avenues Mall' is used only in such form and never in the shortened form 'Avenues Mall'. We therefore kindly request your co-operation in making absolutely sure that in any and all editorial content featured in your publications, the name – Oman Avenues Mall – is always used as such, in full, and never shortened to – Avenues Mall.

Therefore:

- Oman Avenues Mall (correct)
- Avenues Mall (incorrect)