

## **The Human Claw activity at Oman Avenues Mall receives an overwhelming response**

May 8, 2018

MUSCAT: Visitors and customers of Oman Avenues Mall, the largest mall in the Sultanate of Oman, have responded enthusiastically to the Human Claw Machine activity. The event, which has turned out to be extremely popular, has been taking participants on a thrill as they steer their way into a gaming area full of boxes to pick up a guaranteed prize.

An Omani parent who had taken his children to take part in the activity said, "The activity was a lot of fun and my kids thoroughly enjoyed playing and competing in this unique game. As a parent I was impressed that it was very safe for children to participate in. My child was strapped securely into a harness and then lowered into a pit from where he picked up a valuable prize. I thank Oman Avenues Mall for bringing this concept to the Sultanate for the first time."

The exciting part of participating in the human claw activity is that every contender walks away with prizes such as electronic gadgets, toys, and fashion accessories, and is free to public.

An Omani teenager and her friend who were thrilled with the prizes they won said, "The activity is challenging at the same time a lot of fun. My friend and me were lucky to win electronic gadgets as prizes. The game is so delightful that we would visit the mall again just to play one more time."

Speaking of her experience a western expat said, "While my husband picked up the gift, I was the one controlling him from outside via a joystick. It was a fun experience for us and I guess that is why the human claw activity has been receiving a great response."

Derick Michael, General Manager, Oman Avenues Mall said, "We are happy that our customers and visitors have hailed the concept so wholeheartedly. This is an activity that promises limitless fun with a unique strategy. Oman Avenues Mall endeavours to extend first-rate entertainment options for the entire family which allows them to have an enjoyable day at the mall.

In the Human Claw Machine activity, participants perform like a human claw, wherein they are hoisted over a gaming area full of gifts to be clutched. The thrill of the game lies in the fact that the controls of the person to grab the gifts is with a family member or friend via a joystick. To make things harder the gifts needs to be grabbed by the contestant who is given a pair of boxing gloves. For the crowd the game is a live show of fun and excitement to eventually witness what all exciting gifts have been won. Being the Sultanate's most prominent leisure destination, Oman Avenues Mall management feels it is vital to keeping adding value to the overall experiences of the mall to best reflect its magnificence.

**ENDS**

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**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)