

Oman Avenues Mall hosts biggest Qaranqasho in Muscat

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MUSCAT: To mark the Holy Month of Ramadan, Oman Avenues Mall, Sultanate's prominent leisure destination, lined up a host of fun events for children to mark Qaranqasho, a joyous community event traditionally observed in the middle of Ramadan.

Over 5000 children witnessed the Qaranqasho held in the second floor of Oman Avenues Mall on the evening of May 30 between 8pm and 11pm. More than 4000 Qaranqasho gifts were distributed during the course of evening.

A cultural highlight in Oman during Ramadan, Qaranqasho marks the middle of the Holy Month of Ramadan when children go around singing traditional songs around their neighbourhood and receive sweets and money. Keeping the tradition alive, Oman Avenues Mall marked the evening with events such as Ramadan-related storytelling, Al-Masharati (a role play drummer who awakens the residents for Sahoor), magic show, entertainment games, Islamic song performance and distribution of gifts.

Every year Oman Avenues Mall partners with credible brands to celebrate Qaranqasho and this year Bank Muscat came in as the Title sponsor with Ooredoo as Telecom partner. Both Bank Muscat and Ooredoo gave away goody bags full of gifts and sweets to not only the children but also to all the family members who had accompanied the kids to witness the show.

Mr. Derick Michael, General Manager for Oman Avenues Mall said, "We were delighted to organise an evening of festivities especially for children on the important occasion of Qaranqasho. It was our privilege to host an event connected to Oman's traditional heritage and familiarise the younger generation with the concept. We give importance to customary events like Qaranqasho since it provided children, who were fasting during Ramadan, a chance to get together and enjoy a fun filled evening."

He added, "Based on the children's response to the events we put together, we could tell that it was an enriching, engaging and entertaining experience for them. It was an ideal opportunity for us to engage with the members of the community too. To add to the excitement, Funtazmo offered 50% discount on all games which was greatly appreciated by the families as they could stay back after the show and enjoy the games."

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.

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