

## **Oman Avenues Mall associates with Spartan Arabia**

September 4, 2018

MUSCAT: Oman Avenues Mall, the largest mall in the Sultanate, has strategically partnered with Spartan Arabia, a leading obstacle race company to conduct a Spartan Mini Series 2018 in Oman. For the first time ever, such an activity will be organized where certain events shall be held at the mall.

With more than 130 races annually around the world, the XDubai Spartan Race brings the world's largest obstacle course race to Muscat once again. Designed for everyone and every level of athletic capability, racers have to surpass a series of adrenaline-pumping obstacles to make it to the finish line. This year Spartan Arabia is organizing the first ever Trifecta Weekend in the Middle East on the 14<sup>th</sup> & 15<sup>th</sup> of December 2018 at Jebel Sifah, Muscat. The Trifecta weekend will have the four race categories: Beast (21+km & 30+ Obstacles) Super (13+km & 25+ Obstacles) Sprint (5+km & 20+ Obstacles) as well as the Kids race which has three levels: 4-6 years (800m), 7-9 years (1.6km) and 10-14 (3.2km). Spartans from all around the globe will be flying to this Trifecta Weekend as it is the last opportunity for Spartans locally and globally to attempt and earn their Trifecta during the 2018 calendar year.

This year, Spartan Arabia is also putting together a Spartan Mini Series which will take place on November 24<sup>th</sup>, December 1<sup>st</sup> and December 9<sup>th</sup>, 2018 between 7:30am to 9:30am in the mall premises, for children between the ages of 6-12 years. In the Mini Series, participants will have to cross several obstacles to complete the race. Obstacles include 'Balance Beam', the 'Tire Shuffle', 'Shade Crawl', 'Cross Under A-frame', 'Tire Flip', the 'Mini A-Frame' and Burpee Zones. Participants will have to walk, climb, hop between tires, perform burpees and leap across all the obstacles to qualify for the finals. Spartan Mini-series at Oman Avenues Mall is guaranteed to provide a thrilling and exciting experience for all participants. The Mini-Series is set up for children from all walks of life to tackle each obstacle independently in some instances or through teamwork and commitment with their new-found friends and fellow Spartans! We encourage the entire community to come out and support this family fun-filled event each weekend that leads up to the main event; Trifecta Weekend in Jebel Sifah on December 14<sup>th</sup> & 15<sup>th</sup>. As the Spartan saying goes: "You'll know at the finish line"

Mr. Gogi George, General Manager, Development and Leasing, Lulu Group International said, "It is always our constant endeavor to offer unique and amazing experiences to the people of Muscat. We have associated with Spartan Arabia to host sports events such as the Spartan Race which plays an important role to challenge, elevate, and inspire participants towards better and healthier lifestyles. The Spartan Race offers you a challenging experience. This gives us an opportunity to contribute to our community – giving our customers an opportunity, and encouraging them to participate in such activities will ensure a healthier future for them. We look forward to welcoming novices and qualified contestants to take part in the Spartan Race Mini Series at Oman Avenues Mall."

Mr. Omid Hamed, Managing Partner, Spartan Arabia said, "We are pleased to be back in Muscat for the 3<sup>rd</sup> time in a row and conduct a Spartan Mini Series at the Oman Avenues Mall as it is such a premium lifestyle destination, in the Sultanate. The Spartan Mini Series is an innovating obstacle course race and we are organizing it for the first time in a mall in the Middle East. We look forward to creating a unique and a never-before sporting experience to the people of the Sultanate at Oman Avenues Mall.

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)