

Press Release

Get amazed by Amazeland at Oman Avenues Mall

January 29, 2019

MUSCAT: Offering a stimulating indoor environment for children to play, Oman Avenues Mall, the largest mall in the Sultanate of Oman, has introduced a new activity – Amazeland, straight out of a fairy tale. Envisaged to be a journey through fun and enjoyment for children, Amazeland is located at the central atrium on ground floor of the mall.

The charmingly designed children-friendly Amazeland is structured into a mushroom-shaped tree house containing a maze and has activities for children from six to twelve years. As part of the activity conducted inside Amazeland, children must collect smiley soft balls as they wander through the maze and find their way out of it. Children who come out of the maze with smiley soft balls are entitled to win exciting prizes.

Amazeland is filled with thousands of colourful soft toy balls and soft toy leaves so that children can safely run, jump, play, and give their curious minds a workout. While children enjoy amidst the colourful soft toy balls, the challenge is to make their way out of the confusing maze. A shopping bill of a minimum of OMR 5 from any store or outlet at the mall makes the child eligible to play in the fun filled activity zone.

Mr. Derick Michael, General Manager for Oman Avenues Mall said, “The mushroom-shaped tree-house transports children to a magical landscape. Amazeland is designed to encourage children to play, jump and explore with their friends. It is an opportunity to enjoy an ultimate indoor play-park kind of an experience. Children who are participating have been having a blast exploring and making memories. We invite parents to bring their children and help them learn new skills in a super fun and safe environment. Being the Sultanate's most prominent leisure destination, Oman Avenues Mall management feels it is vital to constantly add value to the overall experiences of the mall to best reflect its magnificence.”

For a fun-packed day, head to Amazeland where your children can spend time with siblings and friends, making treasured memories.

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)