

## Press Release

### **Oman Avenues Mall donates to World Cancer Day through pledge seeking initiative**

February 12, 2019

MUSCAT: To commemorate World Cancer Day, Oman Avenues Mall, the largest mall in the Sultanate of Oman, hosted a six-day pledge seeking initiative drive at its premises by urging for a personal commitment from visitors to help reduce the burden of cancer. To participate in the drive, mall visitors had to take a pledge to reduce cancer risks from their life, pick a ribbon and drop it in a pledge prop placed at the ground floor. They were also encouraged to click a selfie, post it on Oman Avenues Mall's social media platforms and show that they care.

Oman Avenues Mall will donate 100 baiza for every ribbon that has been dropped towards awareness and treatment of cancer in the Sultanate. World Cancer Day takes place every year on February 4 and it is a uniting global initiative under which the world comes together to raise the profile of cancer in a positive and inspiring way. The 2019 World Cancer Day was held under the theme of 'I am and I will' and aimed to inspire and encourage action from individuals, the health community, and authorities to improve public awareness and access to early detection, screening, and diagnosis.

Mr. Derick Michael, General Manager, Oman Avenues Mall said, "We are committed to making a positive impact on the community and are happy to support this important initiative. The World Cancer Day helps to raise awareness of cancer and to encourage its prevention, detection and treatment. By organising this pledge seeking drive, we wanted to bring attention to World Cancer Day and encourage the public to join the ongoing fight against cancer. We were heartened by the overwhelming response we received from Oman Avenues Mall visitors who came forth to show support for the pledge prop we installed. We urge everyone to make healthier lifestyle choices in support of World Cancer Day and request everyone to keep themselves and their loved ones informed on how they can lead healthy lives. We are delighted to have donated to the cause."

#### **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)