

## **Celebrations get more exciting at Oman Avenues Mall with the Chocolate Factory and Spend & Win campaign**

July 28, 2019

MUSCAT: To mark its fourth anniversary, Oman Avenues Mall, Sultanate's prominent leisure destination, has lined up a host of activities for its 'Grand Celebrations' campaign.

Like every year, the main highlight of the celebration is the "Spend and Win" sweepstake where in Oman Avenues Mall offers its guests a chance to win a LEXUS UX 200 on every OMR 5 spent at the mall from June 27 until August 6.

To keep the guests and their families entertained, the mall has planned a full month of action-packed activities and fun games. Most of the activities have been planned for Thursdays, Fridays and Saturdays between 6 pm to 10 pm.

Aimed at elevating the experience of the visitors to the mall, this year's 'Grand Celebrations' also brings to life the 'Chocolate Factory' – a unique, one of a kind chocolate-based activity zone for all the chocolate lovers.

Children can indulge in completing chocolate-themed puzzles at the 'puzzle art station'. At the 'candy craft area' they are supplied with art paper and colouring pens to sketch candy-based stencils. The 'toffee luck section' sponsored by Lulu Hypermarket is adorned with a unique spin wheel where children throw darts on the wheel with different chocolates. The child wins the chocolate on the picture which the dart lands on. Sponsored by Sweets of Oman, the 'Chiko branded float' is filled with loads of chocolates and children get a chance to fill their hands with as many chocolates as possible within 10 seconds. These activities happen on weekdays and weekends and offer an Instagram photo opportunity.

During the weekend, the hosts conduct exciting games for children on an hourly basis. Chocolate making demonstrations and workshops from different brands from the mall and outside are part of the activities planned. Brands such as Lindt and Cake Talks have already held demonstrations and hands-on workshop for children. Interactive session and other activities from Chocolate brands at the mall have been planned for the coming weekends along with a live interactive workshop with Swiss chocolate Lindt's master chocolatier and brand ambassador Matthew Muller show.

Mr. Derick Michael, General Manager for Oman Avenues Mall said, "The 'Grand Celebrations' campaign aims to connect with visitors which is why we chose Chocolate Factory as the theme, which appeals to children and adults alike. The world of chocolates brought to life at the mall has all the age groups excited. We are delighted we have made children the most important part of every family. We take this opportunity to thank our customers who have been instrumental in helping us complete four magnificent years successfully."

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.

### **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.

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