

Press Release

First anniversary of Let's Read Library celebrated at Oman Avenues Mall

November 13, 2019

MUSCAT: Oman Avenues Mall, Sultanate's prominent leisure destination, recently celebrated the first-year anniversary of the opening of the Dar Al Atta'a Let's Read reading facility and charity bookshop in the third floor of the mall.

The Let's Read reading facility and charity bookshop has received a great response from the general public since its opening in October last year. As part of the Corporate Social Responsibility (CSR) strategy, management of Oman Avenues Mall had offered space for the Let's Read programme with an objective to achieve a positive impact on society while maximising the creation of shared value for the mall. While the entire fit out and project cost was undertaken by Oman Avenues Mall, Dar Al Atta'a manages the book collections and management of the project under a two-year, renewable management programme.

Children who attended the first-year celebrations read books on display and enjoyed the award ceremony for the winners of the Summer Reading Challenge. On this special occasion, Let's Read offered 50 per cent discount on children's books. Besides a bookmark making workshop, story-telling session was also held. Children also had the opportunity to meet popular Oman based authors including Jane Jaffer, Fatma Al Lawati and Azhar Ahmed.

A spokesperson for Dar Al Atta'a said, "We thank Oman Avenues Mall for their sponsorship, cooperation and partnership with the Dar Al Atta'a Let's Read programme. The reading facility and charity bookshop has inculcated a love for reading among children and adults too. School children regularly visit the children's library, where many events such as storytelling, writing workshops, author visits are held on a regular basis. Parents enjoy bringing their children to the library. The facilities are open from 10am to 9pm every day. The Saturday morning Rhyme Time at 11 am for children under five-year olds has proved a great success. Workshops for parents have also proved effective in supporting the parents' role in helping their children to read. The charity bookshop for all age groups has been popular with the parents."

Derick Michael, General Manager of Oman Avenues Mall said, "We are thrilled to celebrate this milestone which has received so much love from the community. Building on the strengths in the promotion of reading, the Let's Read reading facility and charity bookshop has been fostering a sustainable atmosphere and culture of reading by capitalising on the synergy of Oman Avenues Mall, children schools, parents and community. The management of Oman Avenues Mall is delighted to see parents

accompanying their children to the Let's Read facility and encouraging them to pick from an assortment of Arabic and English titles available there. Let's Read facility at Oman Avenues Mall has been focused on helping children discover the wonderful world of books. We encourage all to continue discovering the pleasure and power of reading. We thank Dar Al Atta'a for this partnership."

Oman Avenues Mall had won the gold in the 'cause related marketing' category at the Middle East and North Africa Shopping Centre and Retailer Awards at a ceremony held in Dubai for the Dar Al Atta'a Let's Read reading facility and charity bookshop project.

The open-to-public library covers a substantial area on the third floor of Oman Avenues Mall. The area is covered with bookshelves, children's play area, colourful slides as props, comfortable seating areas, educational toys and a bus-themed bookshop to signify and promote the mobile bus libraries that Dar Al Atta'a runs across Oman to reach out to children who do not have access to libraries.

The books on display are available for purchase at a subsidised rate, and the resulting sale proceeds would be reinvested into the development and management of the project. Children are welcome to donate their own books to the Let's Read bookshop at the deposit boxes put up at key points in the mall, and inside the library too.

The Dar Al Atta'a Let's Read programme, started in February 2007 in Oman, has been promoting reading and achieving its objectives by selling books, opening libraries, holding book drives, readathons and writing competitions. Maktabati, mobile library under the programme, visits schools throughout the country.