

## Press Release

### **Oman Avenues Mall and Spartan Arabia presents Mall Warriors Challenge season 3**

December 20, 2018

MUSCAT: After two consecutive successful seasons of the Mall Warriors Challenge, Oman Avenues Mall, the largest mall in the Sultanate of Oman, in association with Spartan Arabia, organised a captivating third edition of the contest recently. The third season of Mall Warriors Challenge was back in an enhanced version enthralling participants in the age group of 16 years and above.

The fitness-based challenge, which spanned over a period of 35 days starting from November 9, was organised with an intention to inculcate healthy living among young adults. The spirited campaign culminated with a finale held on December 15 with all the top timers participating in it.

Designed for adventure seekers, the challenge saw participants take part in series of adrenaline-pumping challenges that was lined up for them.

This year the activities in the Mall Warriors Challenge included the obstacle course, pullup challenge and car pull challenge. The top timers from each day won a ticket for the XDubai Spartan Race Trifecta weekend held at Jebel Sifah. Several corporates and clubs like Toyota, Hyundai, VW Club, Al Ansari group, Al Nasaf Sports Club, Real Madrid Fans Club supported the Mall Warriors Challenge season 3.

In connection with the Mall Warriors Challenge season 3, Spartan Arabia organised a Spartan mini-series for children between the age group of 6 and 12 years of age. The Spartan mini-series for children was held for the first time ever in a mall. More than 500 students from Azzan Bin Qais International School, ISMA, ISMU, Care and Special Needs School participated in the mini-series. The safety of all contestants was ensured by having on-hand a fully-equipped ambulance manned by two professional paramedic staff to cater to any medical emergencies.

Commenting on the success of Mall Warriors Challenge season 3, Mr. Derick Michael, General Manager, Oman Avenues Mall said, "The contest received an overwhelming response and participants really enjoyed taking part in the activities conducted over a period of 35 days. We were thrilled to partner with a leader in fitness and endurance like Spartan Arabia. The professionally organised activities aimed to challenge and also inspire participants to maintain a better and healthier lifestyle. Performances in these challenges reflected fitness level of participants since it involved activities such as running, crawling, pulling, pushing among other. We also noticed a positive social interaction among participants."

### **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)