

## Press Release

### **Oman Avenues Mall organises a host of activities to mark 48<sup>th</sup> National Day celebrations**

November 28, 2018

MUSCAT: Oman Avenues Mall, the largest mall in the Sultanate of Oman, marked Oman's 48<sup>th</sup> National Day by organising a host of activities related to the celebrations.

To commemorate the Sultanate's National Day, Oman Avenues Mall organised a music performance by an Omani traditional band offering entertainment for the visitors. To reverberate the spirit of the National Day, the mall was decorated with the national colours and wore a festive look.

To help visitors take a nostalgic trip down memory lane and enjoy the cars from years gone by, a Classic Car Show organised by the Old Cars Club was held at the mall on November 17<sup>th</sup> and 18<sup>th</sup>. An alluring array of 220 classic cars were on display at the parking lot thoroughly impressing aficionados of classic cars.

To celebrate the spirit of National Day, Oman Avenues Mall organised a competition for the most creatively decorated car with National Day theme. The first prize winner took home prize worth OMR 500 while the second and third prize winners won themselves prize worth OMR 300 and OMR 100 respectively. Capital Car Care at Oman Avenues Mall also participated in the celebration by providing discount vouchers to all the classic car participants with a free comprehensive detailing pack worth OMR 400.

Mr. Derick Michael, General Manager of Oman Avenues Mall said, "Oman's National Day celebration was an opportunity for us to salute the visionary leadership of His Majesty Sultan Qaboos bin Said. National Day celebrations reflect and enhance the spirit of patriotism among citizens and residents. Through the activities organised at the Mall, we wanted to honour the progress achieved and celebrate the country's rich cultural heritage."

He added, "The performance by the Omani traditional band immersed us in the rich heritage of the nation. At the classic car show visitors got a chance to find displays of the most prestigious vintage cars that may have once run on the roads of this amazing country. It helped them relive the golden years of car motoring and admire the car collections of Omani nationals. We organised the best decorated car competition to honour the spirit of the National Day celebrations."

Being the Sultanate's most prominent leisure destination, Oman Avenues Mall management feels it is vital to keeping 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.

Therefore:

- Oman Avenues Mall (correct)
- Avenues Mall (incorrect)