

Press Release

Oman Avenues Mall announces 'Spread the Light of Happiness' charity initiative

April 30, 2019

MUSCAT: Embracing the spirit of the season, Oman Avenues Mall, largest mall in the Sultanate of Oman, has initiated "Sponsor a Child's education" campaign for the Holy Month of Ramadan. To emphasize the value of giving, Oman Avenues Mall has launched the 'Spread the Light of Happiness' which will extend support to the noble cause of education for children. Oman Avenues Mall has joined hands with Dar Al Atta'a, Oman's inclusive charity organisation, for this virtuous initiative.

The objective of Oman Avenues Mall's 'Spread the Light of Happiness' campaign is to disseminate the message of giving, caring and sharing as an epitome of the Holy Month. Giving back to the community has been an integral part of Oman Avenues Mall's Corporate Social Responsibility strategy and impact of the mall's initiative on the local community has been immense. Through 'Spread the Light of Happiness' initiative, Oman Avenues Mall is keen to play an important role in the contribution towards children's education.

To create an authentic Ramadan ambience, the Mall will install a larger than life Ramadan crescent moon, made of intricate detailing with acrylic structures at the main atrium. Visitors can choose from two methods to donate towards the noble cause. They can donate through a dedicated Dar Al Atta'a donation counter to be located next to the main customer service desk counter (CSD) at the mall or present their shopping bills at the mall's CSD wherein Oman Avenues Mall shall make a contribution of 100 baiza for every bill shown at the CSD.

A key element of the campaign would be the visual representation of individual contributions where each contribution will be the opportunity to light up a module from the acrylic panels in the crescent moon. Thus, after customers make a donation, they will be invited to light up a module of the crescent moon to reflect their contribution to the cause. A full lighting up of the entire structure would mean contribution towards sponsoring and supporting more than hundred and eighty children's education and welfare. Every time the moon is fully lit up, it would be reset to the start again. The proceeds collected during the period will be donated to Dar Al Atta'a to invest in patronising Dar Al Atta's childrens education program.

Visitors will also be encouraged to see the especially created crescent moon kaleidoscope. Children can view through a massive kaleidoscope inbuilt into the crescent moon which would display specially created constellations when viewed through the telescope.

Mr. Derick Michael, General Manager, Oman Avenues Mall said, "This Ramadan we encourage every visitor to turn every receipt of purchase at Oman Avenues Mall into a 100 baiza donation for children's education at our customer service desk. During Ramadan the sentiment of giving is high, and people donate with their hearts open as each good deed is

reciprocated with endless blessing. Ramadan holds a special significance for all in the country and it is a time to show compassion and help the needy.”

He added, “Through the ‘Spread the Light of Happiness’ campaign we want to extend our support to the important cause of educating children. Finding ways to help and give back to a local community has always been our mission. We want our social involvement to continue to grow year on year. It may be recalled that last year Oman Avenues Mall joined forces with Dar Al Atta’a to open the Dar Al Atta’a Let’s Read library on the third floor of its premises. Management of Oman Avenues Mall offered space for the Let’s Read Programme as part of its Corporate Social Responsibility (CSR) strategy and with an objective to achieve a positive impact on society.”

Every year Oman Avenues Mall lines up an array of charity campaigns and cultural activities to mark the Holy Month of Ramadan. The mall celebrates the festivities and spirit of Ramadan to extend to its customers a truly unique experience during the season.

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:

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- Avenues Mall (incorrect)