

Press Release

Oman Avenues Mall lauded for its 'Spread the Light of Happiness' charity initiative

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MUSCAT: The 'Spread the Light of Happiness' charity initiative launched by Oman Avenues Mall in line with the spirit of the Holy Month of Ramadan, has received commendation from all sections of society. The 'Spread the Light of Happiness' initiative which focussed on 'sponsor a child's education' was well received by the patrons of the mall. The honourable initiative, which was completed in collaboration with Dar Al Atta'a, Oman's inclusive charity organisation, aimed at spreading the message of giving, caring and sharing as an embodiment of the Holy Month.

Through the platform of the initiative, Oman Avenues Mall collected a sum of OMR 2034 – donations worth OMR 1000 were made at the dedicated Dar Al Atta'a donation counter and OMR 1034 was collected at the mall's CSD wherein Oman Avenues Mall made a contribution of 100 baiza for every bill shown. The proceeds collected as part of the initiative were donated to Dar Al Atta'a to invest in supporting children's education programme. The contribution made will support 250 children's education and welfare for one year.

Social contribution is inherent in the Oman Avenues Mall culture. As a responsible mall, it continues consistently to work towards creating a vibrant world through a socially responsible and sustainable approach with the philosophy of giving back to the community. The mall has been taking confident steps toward creating a lasting change, with a quest to achieve enduring, holistic development of the community around it by supporting initiatives that bring a sustainable change.

Mr. Gogi George, General Manager, Development and Leasing, Lulu Group International said, "We are humbled by the praise we have received from all quarters for this very important initiative which supports education. We are thrilled that the campaign has turned out to be a great success. We embarked on this initiative recognising the fact that children represent our future and education is a very valuable investment a company can make in. Education continues to be the universal experience that everyone can relate to and we believe providing educational opportunities for children is vital because it will help them reach their highest potential."

He added, "We are immensely proud to have collaborated with the esteemed charitable organisation Dar Al Atta'a which has been working hard to ensure needy children have access to the educational resources required to pursue a better life. We thank our patrons for converting every receipt of their purchase at Oman Avenues Mall into a 100 baiza donation for children's education at our customer service desk. We will continue to focus our efforts on supporting important issues to create greater impact."

A spokesperson for Dar Al Atta'a said, "We would like to commend Oman Avenues Mall for conceptualising this well-intended campaign. By choosing the topic of education for the campaign, Oman Avenues Mall reiterated the importance of learning. By way of the 'Spread

the Light of Happiness' initiative, Oman Avenues Mall has made a significant contribution towards a better tomorrow. We are honoured to join hands with a mall which gives back to the local community and is aware of its responsibilities.”

To create an authentic Ramadan ambience, the mall had installed a larger than life Ramadan crescent moon, made of intricate detailing at the main atrium. Visitors chose from two methods to donate towards the noble cause. They either donated through a dedicated Dar Al Atta'a donation counter located next to the main customer service desk counter (CSD) at the mall or presented their shopping bills at the mall's CSD wherein Oman Avenues Mall has been making a contribution of 100 baiza for every bill shown at the CSD.

A key element of the campaign was the visual representation of individual contributions where each contribution gave an opportunity to light up a module from the acrylic panels in the crescent moon. Thus, after customers made a donation, they were invited to light up a module of the crescent moon to reflect their contribution to the cause. Every time the moon is fully lit up, it was reset to start.

The concept of how the donations were made was also praised. The larger than life Ramadan crescent moon at the mall installed in connection to the campaign was appreciated. Children enjoyed the massive kaleidoscope inbuilt into the crescent moon through which they viewed the created constellations.

It may be recalled that last year Oman Avenues Mall joined forces with Dar Al Atta'a to open 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.