

Press Release

Dar Al Atta'a Let's Read library, Book Shop opens at Oman Avenues Mall

October 21, 2018

MUSCAT: Oman Avenues Mall, the largest mall in the Sultanate of Oman, has opened the Dar Al Atta'a Let's Read reading facility and charity bookshop in its premises. Let's Read library is now operational on the third floor of Oman Avenues Mall.

The opening ceremony of Dar Al Atta'a Let's Read reading facility and charity bookshop was held under the auspices of Her Highness Huriyah bint Asaad bin Tariq Al Said. Senior management from the mall and Dar Al Atta'a were present during the event. The event also saw performance by 20 students of Muscat International School who performed during the event. Donning their favourite literary character costumes, the little children spoke about their favourite books and had delightful presence at the opening ceremony.

In March 2018, Oman Avenues Mall's management had partnered with Dar Al Atta'a, Oman's inclusive charity organisation, to bring the 'Let's Read Library' to Oman's premier lifestyle destination. The Dar Al Atta'a Let's Read Programme, formed in February 2007, aims to promote reading and achieves its objectives by selling books, opening libraries, holding book drives, readathons and writing competitions.

As a part of the Corporate Social Responsibility (CSR) strategy, management of Oman Avenues Mall 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.

Gogi George, General Manager, Development and Leasing, Lulu Group International said, "The value that reading facilities and charity bookshops bring to their communities is immense. The role of libraries as community and cultural centres can't be overstated. This is our way of showing appreciation to the great work Let's Read Programme has been doing in the past few years, providing opportunities for children and adults alike. The Let's Read Library offers a wealth of opportunities to explore and understand. Oman Avenues Mall is particularly delighted to play a role in inculcating a reading habit among children and youth of Oman. Oman Avenues Mall welcomes parents to accompany their children to the library and encourages them to pick from an assortment of Arabic and English titles available there."

Expressing her gratitude to Oman Avenues Mall, Maryam Essa Al Zadjali, Chairperson, Dar Al Atta'a said, "The Dar Al Atta'a Let's Read Programme is delighted to collaborate with Oman Avenues Mall and would like to thank the mall for giving us this space to operate from. We are immensely grateful that a mall of repute is appreciating our work. The Let's Read Programme believes it is vitally important for children to develop a love of reading. Children need access to good books at reasonable prices to develop a passion for reading. When children choose their own books, they are much more motivated to read them. The new

Let's Read Library at Oman Avenues Mall will focus on helping children discover the wonderful world of books. We hope to encourage children to read and develop their imagination through storytelling, listening games and literacy activities. By generating a long-lasting passion for stories and a love of reading, we can ensure our children learn about the world we live in and gain an insight into human nature.”

She added, “We invite parents to encourage their children to explore this incredible new reading facility and charity bookshop. We would also like to extend the invitation to schools. Teachers can arrange a class visit to the Let's Read reading facility and bookshop anytime during the week by emailing letsreadoman@gmail.com. We look forward to welcoming you all to Let's Read at Oman Avenues Mall.”

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 entire fit out and project cost was undertaken by Oman Avenues Mall, while Dar Al Atta’a will manage the book collections and management of the project under a two-year, renewable management programme.

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)