

## Press Release

### **Oman Avenues Mall's 'Spread the Light of Happiness' charity initiative registers huge response**

May 28, 2019

MUSCAT: Oman Avenues Mall, largest mall in the Sultanate of Oman has been praised for its 'Spread the Light of Happiness' charity initiative which extends support to the noble cause of education. In line with the spirit of the Holy Month of Ramadan, Oman Avenues Mall had initiated the "sponsor a child's education" campaign titled 'Spread the Light of Happiness' to emphasise the value of giving. The virtuous initiative, which is being done in collaboration with Dar Al Atta'a, Oman's inclusive charity organisation, is turning out to be a great success. 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.

**Ziyoun Rashid Al Jabri, Country Manager, BTC Fashion / Matalan** said, "I would like to congratulate Oman Avenues Mall for coming up with this well-intended campaign that supports children's education. We all know education plays a key role in human, social, and economic development and the long-term objective of this initiative is to offer children hope and better life through education. The concept of how the donation is made is very creative and needs to be lauded too."

**Khalid Al Suleimany, Muscat Gourmet Group / Burger Station, Zen Asian Bistro, Coy** said, "We are delighted to hear that the campaign has turned out to be a great success. Oman Avenues Mall believes in the importance of education and the campaign emphasises on the need to provide the opportunity for all students. The larger than life Ramadan crescent moon at the Mall installed in connection to the campaign is a wonderful concept too"

**Sadiq Mehdi Al Lawati, Mehdi Group / Haagen-Dazs** said, "Doing something meaningful for the community has been an essential part of Oman Avenues Mall's Corporate Social Responsibility strategy. Through the 'Spread the Light of Happiness' initiative, Oman Avenues Mall is making a significant contribution towards a better tomorrow. Children are enjoying the massive kaleidoscope inbuilt into the crescent moon through which they are viewing the created constellations proving to be an educational exercise."

A regular Oman Avenues Mall customer said, "We thank the mall authorities for making patrons of the mall a part of this earnest initiative. As part of the initiative every visitor is asked to show the receipt of purchase at Oman Avenues Mall at the Customer Service Desk which is turned into a 100 baiza donation for children's education. I feel good to have made a contribution to the cause."

Another customer said, "It was satisfying to hear the campaign will support, sponsor and back children's education and thereby their welfare. It feels great to shop at a mall which gives back to the local community and is aware of its responsibilities."

Expressing his thanks and appreciation of the humanitarian initiative, yet another customer said, "I am glad that proceeds collected as part of the initiative will be donated to Dar Al Atta'a to invest in patronising children's education programme. Educating children is a very noble cause and we laud Oman Avenues Mall for taking up the cause."

To create an authentic Ramadan ambience, the Mall has installed a larger than life Ramadan crescent moon, made of intricate detailing at the main atrium. Visitors have been choosing from two methods to donate towards the noble cause. They have been either donating through a dedicated Dar Al Atta'a donation counter located next to the main customer service desk counter (CSD) at the mall or presenting 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 is the visual representation of individual contributions where each contribution gives an opportunity to light up a module from the acrylic panels in the crescent moon. Thus, after customers make a donation, they are invited to light up a module of the crescent moon to reflect their contribution to the cause. A lighting up of the entire structure means contribution towards sponsoring and supporting more than hundred and eighty children's education and welfare. Every time the moon is fully lit up, it is reset to start. The proceeds collected during the period will be donated to Dar Al Atta'a to invest in patronising Dar Al Atta's children's education programme.

Mr. Derick Michael, General Manager, Oman Avenues Mall said, "We thank our visitors for turning every receipt of their purchase at Oman Avenues Mall into a 100 baiza donation for children's education at our customer service desk. We are thankful to their contribution because people have been donating with their hearts open."

He added, "Through the 'Spread the Light of Happiness' campaign we want to extend our support to the important cause of educating children. 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.