

## Press Release

### **'Let's Read Library' - Oman Avenues Mall initiates series of educational activities for Kids.**

October 1, 2018

**Muscat:** In the run-up to the launch of the 'Let's Read Children's Library', Oman Avenues Mall, the largest mall in the Sultanate of Oman and Dar Al Atta'a, Oman's inclusive charity organisation have launched literary activities in the mall premises aimed at promoting early reading among children which would nurture a knowledge based society.

With the launch of the 'Let's Read Library' now imminent, activities such as storytelling sessions, book donation drive and Maktabati mobile library visits are being organised by the mall. Earlier this year, Oman Avenues Mall had partnered with Dar Al Atta'a, for hosting a permanent venue for 'Let's Read Library' at Oman's premier lifestyle destination. The distinguished Dar Al Atta'a Let's Read Programme has been promoting reading since 2007 and has been achieving its objectives by selling subsidized books, opening libraries, holding book drives, readathons and writing competitions across the country.

Among the educational activities being held at the mall, the storytelling sessions encompasses narrating traditional stories from across Oman governorates to children. While the storytelling sessions are now being organised at the ground floor of the mall, in the future the sessions will be organised at the soon-to-be opened 'Let's Read Library' on the third floor of Oman Avenues Mall which shall be the permanent home to the Let's Read initiative. The library premise would be a vast and expansive themed setting where children and alike can share the joy of reading their favourite books.

As part of the book donation drive, creatively designed book deposit kiosk has been installed across key strategic locations in Oman Avenues Mall to collect new and used books. The objective of collecting books is to create ample variety of reading material for children to be used at the library.

As part of the ongoing activities, Oman's first mobile bus library named as 'Maktabati' equipped with a full-fledged book reading facility will be parked at Oman Avenues Mall. Maktabati, which normally tours around Oman visiting schools, fairs and festivals, gives children access to good quality books in Arabic and English, giving them the opportunity to develop a love of reading.

Mr. Gogi George, General Manager, Development and Leasing, Lulu Group International said, "Oman Avenues Mall is all geared up to host the Let's Read facility at the mall premises. The objective is to create awareness for the wonderful concept of Reading which Oman Avenues Mall will soon house. The storytelling sessions, book donation drive and Maktabati mobile library visits have created a lot of interest among the visitors and they are looking forward to the launch of the facility. All these activities are closely connected to the notion of the Let's Read Programme which has been promoting the love of reading among children in Oman.

The Let's Read Library will cover a large area on the third floor of Oman Avenues Mall and will be filled with bookshelves, children's play area, colourful slides as props, cosy seating areas and educational toys. A bus-themed bookshop will also be part of the library to signify and promote Maktabati mobile library that Dar Al Atta'a runs across Oman to reach out to underprivileged children who do not have access to libraries.

#### **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)