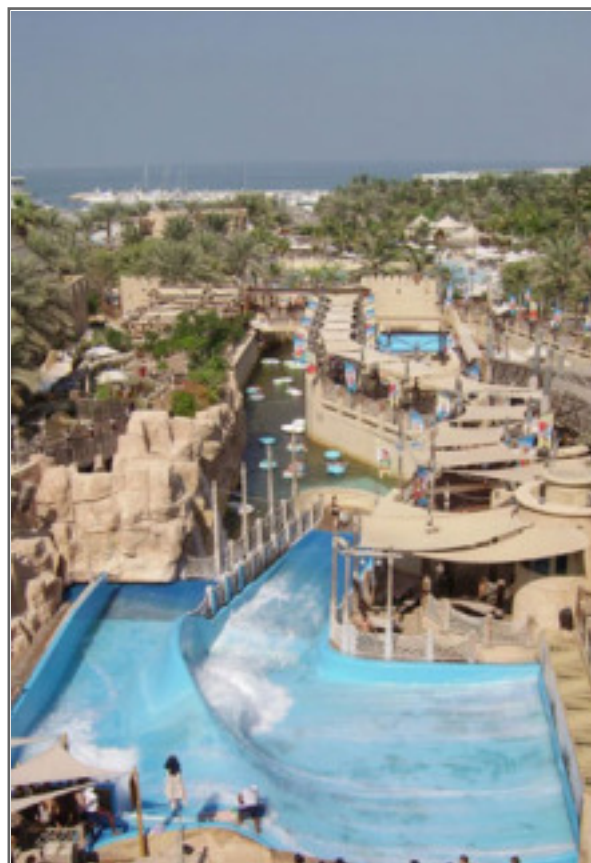


Section:	Dubai Summer Surprises (DSS)
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Dubai Summer Surprises begins today

Dubai Summer Surprises 2010 kicks off on Thursday, June 17, for 52 days of international shows, musicals, events, shopping promotions across Dubai, and prizes to be won throughout malls. As part of the opening, shoppers have the chance to win tickets to destinations around Dubai in 21 select shopping malls.



Through the promotion, shoppers can win vouchers to Modhesh World, Aquaplay, Ski Dubai, Magic Planet, Cite' des Enfants, Soccer Circus Dubai, iFLY, At The Top, Burj Khalifa Observatory, Cinestar Cinemas, Aquaventure & The Lost Chambers, Dubai Dolphinarium, and Wild Wadi Water Park. These entertainment venues will also have incredible promotions on the opening day.

Samantha Eedle, Group Marketing Manager of MAF Leisure said, 'Tourists and residents alike will be able to benefit from the 'beat the heat' campaign which is running through all of the Majid Al Futtaim Leisure attractions. With every purchase from Cite des Enfant, iFLY Dubai, Soccer Circus, Magic Planet, Aqua Play, Yalla! Bowling and Ski Dubai residents and tourists can scratch and win a range of prizes. In addition there are various Summer Camps that combine, fun and learning within all the attractions.'

Serge Zaalof, COO, Atlantis, The Palm said, 'Atlantis, The Palm is thrilled to be a partner of Dubai Summer Surprises, a great initiative that continues to build the destination of Dubai. With Dubai Summer Surprises, both visitors and residents can discover Atlantis through The Lost Chambers, which brings the myth of Atlantis to life through a maze of underground tunnels full of exotic marine life and the region's largest water park, Aquaventure. Both experiences can be enjoyed with great promotional offers.'

Michelle Walsh, Marketing Manager, CineStar Cinemas said, 'CineStar Cinemas is delighted to again partner with this year's exciting DSS campaign. The partnership between DSS and CineStar's luxurious Gold Class brand, allows guests who visit our Gold Class cinemas at Mirdif

City and Mall of the Emirates, the chance to win fantastic spa vouchers each week - luxury for luxury! The media and promotional campaign that DSS has planned for the festival offers CineStar unparalleled exposure in various media channels, access to the tourist market and an endorsement of our business to the residents of Dubai.'

Steve Preston, General Manager, Dubai Dolphinarium said, 'As part of the DSS 2010, Dubai Dolphinarium is participating in numerous promotions. It is a pleasure for us to be associated with Dubai Summer Surprises. We believe that both the residents and visitors of Dubai have more confidence in brands that are taking part in DSS. Since our clientele consists mainly of families, we believe that being part of DSS will help us reach out to more people this summer.'

As part of its promotions, Dolphinarium will hand out tourists at Dubai Airport with welcome kits including 'Buy One, Get One Free' coupons for the Live Dolphin and Seal Show and the Water Magic Show in addition to goodie bags.

Shopping and raffles

Summer shopping can't be as exciting and rewarding than in Dubai and during DSS. With more than 6000 retail outlets participating and discounts of up to 70%, shoppers can rest assured that brands of their choice can be bought at throwaway prices. Every shopper is also rewarded for a purchase and individual malls are giving away cars, cash, and shopping vouchers.

Dubai Shopping Malls Group, a key sponsor of DSS 2010, is also organizing a raffle with a giveaway of 14 BMW-Series-3 luxury sedans. The seven weekly raffle draws will be held throughout DSS 2010, with two lucky winners driving away with a stunning BMW each week. The draws will be held every Thursday from June 24, except for the Final Draw which will take place on Saturday August 7. Shoppers will be entitled to one raffle coupon for every specific amount of money spent at participating retail outlets. Those shopping with MasterCard can double their chances of winning, receiving an additional raffle coupon by making purchases on their cards.

Attractions in the first week of DSS

World of Stories

Mercato (June 18 - June 29)

World of Stories this year features the theme of the famous character Alice and transports viewers into her exciting wonderland. Re-live the story and experience fantastical elements of popular stories with activities and events for all ages. The event will also incorporate the 3D theme where several popular cartoon characters are depicted in a 3D form making them appear life-like.

Middle East Junior Chef of the Year

BurJuman (June 23 - June 29)

In recognition of the region's upcoming culinary talent, the Middle East Junior Chef of the Year celebrates the works of 600 and more chefs coming together in Dubai from star hotels across the GCC. With over 22 categories and separate competitions, the jury is formed from master chefs from around the world. During the event, multinational chefs battle it out to showcase their finest preparations and amaze the judges with their skill and expertise.

Swaralaya

DUCTAC, June 19, 7:30pm

Pandit Shivkumar Sharma, the santoor maestro, comes to Dubai this DSS to thrill Indian classical music lovers in a show not to be missed. Credited with single-handedly making the santoor a popular classical instrument, Pandit Shivkumar stands along other Indian classical music greats.

The World Cup Tent 'One'

Dubai Fountain, Burj Khalifa area

A luxurious Marquee built especially for the occasion of 2010 FIFA World Cup, the 'One' marquee is equipped with state-of-the-art 35-inch plasma screens in addition to two 2 x 3-metre giant

screens that will telecast matches live. The Marquee will also offer its visitors a great menu of food and beverages in addition to shiesha to set the mood of excitement and cheering across the 2 floored venue.

Modhesh World

Spread across 37,000 square metres at the Airport Expo Dubai, Modhesh World is synonymous with unlimited fun and entertainment for children and families under the comfort of a massive air-conditioned venue. With more than forty themed zones, Modhesh World is one of the main attractions of Dubai Summer Surprises and attracted around 500,000 visitors in 2009.

Attractions for this year include a huge fun fair, a scooter zone, the Modhesh Magical Forest, a 4D cinema display, an inflatable zone, magic planet zone, and a mini zoo, in addition to numerous other entertainment areas. Soccer fans will also have much to look forward to at Modhesh World with live telecasts of the 2010 FIFA World Cup on giant screens located at the Sports Zone for free.

Modhesh Friends Club

The ultimate summer club, children can look forward to Modhesh Friends Club, a unique camp where children between the ages of 3 and 10 embark on a one-month learning experience featuring edutainment programmes, outdoor trips, and visits to numerous cultural places.

DSS 2010 Spa Packages

Around forty of the city's top spas have come up with irresistible discounts of up to 50% on a wide range of spa treatments. Spa enthusiasts can expect to enjoy amazing discounts, two-for-one offers and pampering complimentary extras on a number of treatments and therapies including body scrubs, rasul mud baths, reflexology sessions, ayurveda treatments, Moroccan baths, Swedish and Thai massages, beautifying and detoxifying treatments, and numerous other specialized therapies catering to men and women.

Notes and Media Contacts

For more information on DSS and its attractions, please call Ahlan Dubai on +971 60 54 5555

For more details and information please call:

Naser Hakim, Head of PR, Tel : +9714 2020548
Suhaib Abdulla, English Editor Tel : +9714 2020579
Ahlan Dubai Tel: 600545555

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AME Info FZ LLC - PO Box 502100, Al Thuraya Tower 1, 20th Floor, Dubai Media City United Arab Emirates
Phone: +971(4)3902700 - Facsimile: +971(4)3908015 - press@ameinfo.com - <http://www.ameinfo.com>