

**PRESS RELEASE**

**City Centre Qurum Shapes Young Minds Imagination with Creative Play-Doh Activation**

***Mall gives away OMR 2,000 on December 20<sup>th</sup> as part of City Centre brand's 20<sup>th</sup> anniversary***

**Muscat, Oman; 8 December 2015:** City Centre Qurum, a family destination of choice developed by Majid Al Futtaim, helps children get creative this December from the 10<sup>th</sup> - 19<sup>th</sup>, by bringing a complimentary interactive Play-Doh activation to the Sultanate for the very first time. As part of City Centre Qurum's calendar of engaging activities for families, children can let their imaginations run wild, explore and create with Play- Doh.

Located in the lower ground floor of the mall, the colourful and interactive Play-Doh activity zone will be open from 2pm each day with 20 minute sessions with unlimited Play-Doh available for children to mould into creations that capture their imaginations. Each child will also get a tub of Play- Doh to take home and continue the fun.

"At City Centre Qurum, we want our guests to enjoy and take part in most engaging mall experience possible. In bringing this activation to Oman for the first time we continue with Majid Al Futtaim's vision to create great moments for everyone, every day," said Watfa Humaid Al Harthy, Senior Mall Manager for City Centre Qurum. "Children can play, create and be inspired whilst the family enjoys a great day at the mall. Play- Doh is such an iconic toy which has previously been enjoyed by generations of children therefore; we want to reintroduce the creative stimulation to our community.

Play-Doh is a colourful, safe and non-staining modelling toy which was made popular in America in the 1950s where schools encouraged children to create and play. Since then Play-Doh was exported worldwide and is one of the most popular and iconic toys for young creative minds.

City Centre Qurum also continues to celebrate City Centre brand's 20<sup>th</sup> anniversary, with exciting promotions in the mall and on social media. Shoppers are encouraged to carry their shopping bags around the mall for the chance to win. On 20<sup>th</sup> of December, 20 visitors at City Centre Qurum will be selected at random to win a shopping spree worth OMR 50.

Enhancing the celebration to allow our loyal shoppers to engage with social media, City Centre Qurum's Facebook and Instagram pages get interactive. Followers are requested to post a photo of a "Great Moment" during their time in City Centre Qurum. They then proceed to tag the mall and two friends for a chance to win an OMR 50 gift vouchers each day.

The prizes don't stop there, as shoppers visiting the mall from November 26 – December 26 can also win fantastic prizes, simply by shopping with a minimum of OMR 20 at any store in City Centre Qurum, they can participate in a daily prize draw where 31 lucky winners will receive OMR 200 of gift vouchers.

For more information, please visit: [www.citycentrequrum.com](http://www.citycentrequrum.com) or [www.facebook.com/CityCentreQurum](https://www.facebook.com/CityCentreQurum) or follow [instagram.com/citycentrequrum](https://instagram.com/citycentrequrum)

- Ends -

**Media Contact:**

Nerry Toledo  
The Portsmouth Group  
971 4 369 3575  
[nerry.toledo@theportsmouthgroup.com](mailto:nerry.toledo@theportsmouthgroup.com)

**Note to Editor:** The legal name of this company is "Majid Al Futtaim" and should not be shortened or replaced by an acronym to avoid confusion with another business entity.

**Disclaimer:** All facts and figures in this release are accurate at the time of issuance.

**About City Centre Qurum**

City Centre Qurum is a lifestyle shopping mall and community landmark, welcoming close to 4 million visitors annually. With more than 80 stores including 14 dining outlets, totaling 23,200 sqm of retail space, City Centre Qurum offers a tailored retail mix focused on mid-



market fashion, lifestyle and convenience-oriented stores, including a Carrefour hypermarket, H&M and Mango. City Centre Qurum's integrated family leisure offer includes a 7-screen VOX Cinemas and a Magic Planet.

City Centre Qurum opened in 2008, and is located in the commercial and residential hub of Qurum. The mall is owned and managed by Majid Al Futtaim —the leading shopping mall, retail and leisure pioneer across the Middle East and North Africa—aiming to create great moments, for everyone, everyday.

For more information, please visit: [www.citycentrequrum.com](http://www.citycentrequrum.com) or [www.facebook.com/CityCentreQurum](https://www.facebook.com/CityCentreQurum)

## About Majid Al Futtaim

Founded in 1992, Majid Al Futtaim is the leading shopping mall, retail and leisure pioneer across the Middle East and North Africa (MENA).

A remarkable business success story, Majid Al Futtaim started from one man's vision to transform the face of shopping, entertainment and leisure to 'create great moments for everyone, every day'. It has since grown into one of the United Arab Emirates' most respected and successful businesses spanning 13 international markets, employing over 27,000 people, and achieving the highest credit rating (BBB) among privately-held corporates in the Middle East.

Majid Al Futtaim owns and operates 18 shopping malls, 11 hotels and three mixed-use communities in MENA, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, City Centre malls, and also four community malls which are in joint venture with the Government of Sharjah. The Company holds exclusive rights to the Carrefour franchise in 38 markets across Middle East, Africa and Central Asia, operating a portfolio of 65 hypermarkets and 85 supermarkets in 12 countries.

Majid Al Futtaim operates 175 VOX Cinema screens and 19 Magic Planet family entertainment centres across the region, in addition to iconic leisure and entertainment facilities such as Ski Dubai and iFly Dubai, among others. The Company launched the first LEGO-certified store in the Middle East and is parent to the consumer finance company issuing 'Najm' and "Voyager" credit cards, a fashion retail business representing international brands such as Abercrombie & Fitch, AllSaints and lululemon athletica, and a healthcare business that operates a network of City Centre Clinics. In addition, Majid Al Futtaim operates Enova, a facility management company, through a joint venture operation with Veolia, a global leader in optimised environment resource management. The Company also operates in the food and beverage industry through a partnership with Gourmet Gulf.

[www.majidalfuttaim.com](http://www.majidalfuttaim.com)

**Please follow us on:**



<https://www.youtube.com/user/majidalfuttaim>



<https://twitter.com/majidalfuttaim>



<https://www.linkedin.com/company/majid-al-futtaim>

