

June 12, 2010

DSS Attractions Unveiled Highlighting Dubai As Summer Destination Of Surprises

AED 60 Million Budget For Region's Most Awaited Summer Event

The Dubai Events and Promotions Establishment (DEPE) has unveiled the main highlights of the 13th edition of Dubai Summer Surprises that begins on June 17th and runs for 52 days till August 7th. With a budget of AED 60 million, this year's DSS includes international shows, musicals, events, shopping promotions across Dubai, and prizes to be won throughout malls. Modhesh World, the region's biggest indoor edutainment venue, is also a major attraction of DSS.

Laila Suhail, Chief Executive Officer of DEPE said, "We have endeavoured to present a spectacular combination of attractions that create a comprehensive holiday package for all visitors and residents in Dubai during DSS. These efforts are in line with our marketing slogan for this year, 'Dubai, your summer destination of surprises.'"

Suhail also said that the AED-60-million-budget has not only ensured the quality of events but has also supported DEPE in reaching out to audiences through diverse marketing campaigns. "As the leading and the longest summer event in the region, it is imperative that we elevate our efforts in order to maintain our leading position. Catering to multi-national audiences is always challenging but we have succeeded in the previous years and we look forward to continuing our successful streak," she added.

DSS 2010 Opening Ceremony

Following the massive success of last year's opening, the DSS 2010 opening will focus on retail promotions across 25 select shopping malls where a purchase of AED 500

entitles shoppers to win vouchers from some of the best entertainment destinations in Dubai.

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 purchase-based raffle where shoppers can expect to win spectacular weekly prizes.

Signature Events

Signature Events form the core of Dubai Summer Surprises activities and were wholly conceptualised and implemented by the Dubai Events and Promotions Establishment. The DSS Signature Events are chosen based on feedback from visitors and extensive research on visitor segments and choices. Only the most popular events make it to the list.

World of Stories

Mercato (June 18 – June 29)

Recreating a fantasy world of fables and fairytales, World of Stories enthralls all who enter its spellbinding tale. Re-live the story and experience fantastical elements of popular stories with activities and events for all ages. Held in both English and Arabic, there are plentiful opportunities for meeting and greeting your favourite characters, photographs and more. Additional activity corners take visitors through a journey of other stories from the classics to the traditional.

Sheila and Abaya Fashion

Dubai Mall (July 8 – July 11)

The only fashion show to cater to the Sheila and Abaya market. This glamorous event is

filled with stunning designs and beautiful creations. A platform for local and regional designers to highlight their designs of the traditional dress, Sheila and Abaya features established and amateur designers participating from across the UAE and GCC.

Min Bladi Al Emarat

Dubai Mall (July 17 – July 26)

A popular event with locals and tourists alike since its inception five years ago, this event gives a fascinating insight into the age old UAE Bedouin, marine and mountain traditions. The unique Emarati culture and handicrafts are celebrated and displayed in this authentic presentation. Featuring activity corners such as a heritage oasis, hospitality tents, traditional shows, and competitions, visitors receive a rare and privileged insight into the history of Dubai and its surrounding Emirates.

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.

Kids Olympic Games

Mirdiff City Centre (July 25 – July 31)

With energy to burn and prizes to be won, kids enjoy a fun filled series of sports activities during Kids Olympic Games. Competitive, yet friendly, this must see event accommodates children from ages of 9 months to 10 years. The only event in town to include babies and toddlers, there really is a race for everyone - parents included! From baby crawling to dancing, three legged races and many more surprises in store, kids can find their own sporting niche at the best of their ability.

Kids Fashion Week

Deira City Centre (Aug 1 – Aug 7)

Dedicated to young fashionistas everywhere, the growing market of children's clothing is celebrated in a display of the colourful, practical and cool designs on the kids clothing scene. As glitzy and glam as the grown up versions, this mini fashion week features shows, the local catwalk stars of tomorrow and global brands such as Benetton, Diesel, Moschino, Pumpkin Patch, Kenzo and many more. These trendy creations are hard to resist and provide inspiration for your little one's summer wardrobe.

Collectors Exhibition

BurJuman (July 12 – July 24)

This exhibition features the amazing wares, artifacts and record breaking collections of local, regional and international participants. From fashion and jewellery, to coins and cars. From the weird and wonderful, to the elegant and beautiful, every collectable is a unique and surprising addition to the display.

International stage shows, musicals, and concerts

Dora The Explorer

Mirdiff City Centre (July 6 – July 21)

Dora, the Latina heroine is all ready to set out on another exciting musical adventure with her best friend Boots, a furry and fuzzy monkey. Set through ever changing environment, children can explore the world with Dora and learn to communicate with her friends in both English and Spanish. Dora The Explorer show is one of the highlights of DSS this year and aims to create an interactive environment for children.

Stories of SpongeBob

Dubai Festival City (July 22 – Aug 7)

Stories of SpongeBob: Patchy the Pirate agrees to share his most prized treasure with the audience - his favorite stories under the sea, all about his favorite absorbent friend SpongeBob SquarePants! As Patchy regales the audience with his stories, SpongeBob, Patrick and Squidward appear, reenacting these classic scenes. Stories of SpongeBob is an international cartoon show and an attraction for children and families alike this DSS.

Fame the Musical

The First Group Theatre, Madinat Jumeirah

July 13 – July 17, 2010

This musical is the hit stage version of the film and TV series which has now played seven times in the West End and toured the UK four times. It follows the students at New York's School of the Performing Arts through their four-year course. We see them coming to terms with life and relationships: we see those who persevere, who are resilient - and those who are not. Above all, we see them perceiving the need to strive for excellence, to be the best actor, singer, dancer or musician that they can be. Fame is one of the best loved musicals of all time.

Hairspray - musical

DUCTAC, July 13 – July 17

Hairspray is a musical set in 1960's America, which tells the story of Tracy, an overweight secondary school student whose only dream is to be on a local Baltimore teen dance programme. Dubai's talented young artists will be part of the cast of the hugely popular musical in addition to experienced professional performers from London's West End. Tickets are priced at AED 175.

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. Tickets to the show are priced at AED 150 and AED 100.

Jumeirah Giant Cake Sale

Mercato, July 9

The Jumeirah Giant Cake Sale is an annual event where chefs from the Jumeirah Group team up to create thousands of tantalizing cakes that are sold for nominal prices and

whose proceeds are donated to the Dubai Autism Centre. More than 3,300 cakes were sold during DSS 2009, highlighting the event's popularity.

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.

For more information on DSS and its attractions, please call Ahlan Dubai on +971 60 54 5555 or visit www.mydsf.ae.