



Press Release

Emaar Retail marks 40th UAE National Day with activities celebrating all four pillars of the ‘Spirit of the Union’

- *Dubai Aquarium & Underwater Zoo to display UAE national flag – one of the largest in the world - within an aquarium environment*
- *KidZania® invites ideas for the nation’s future from children*
- *SEGA Republic sets up ‘Celebration Wall’ where flags of different nations can be posted to highlight cosmopolitan nature of the country*
- *Dubai Ice Rink and Reel Cinemas hosts an array of activities including social media contests*

Dubai, UAE; November 26, 2011: Emaar Retail LLC, the premium provider of leisure and retail experiences, is marking the 40th UAE National Day with a roster of innovative activities that mark the four pillars of ‘The Spirit of the Union,’ the theme of this year’s celebrations.

All the five key leisure destinations of Emaar Retail – Dubai Aquarium & Underwater Zoo; KidZania®, Dubai Ice Rink, Reel Cinemas and SEGA Republic – are hosting varied and colourful activities aimed at promoting the spirit of solidarity and unity that mark the National Day celebrations. These leisure destinations will also be adorned with UAE national flags and huge drapes in addition to special themed activities.

Mr Arif Amiri, Chief Executive Officer, Emaar Retail LLC, said: “The 40th UAE National Day celebrations this year pay rich tribute to the UAE’s heritage as well as the commendable progress achieved under its leadership.

“The celebrations also mark the cosmopolitan community living in the country, a testament to the welcoming hospitality and open door policy of the nation to create an environment of growth for people from all over the world.

“This ‘Spirit of the Union’ prevails through the various activities at the leisure attractions of Emaar Retail. Through the activities we are further highlighting the achievements of the nation to visitors from all over the world.”

Flagging off Emaar Retail’s celebrations, Dubai Aquarium & Underwater Zoo, a must-visit tourist attraction in The Dubai Mall, will unfurl the UAE national flag - one of the largest ever in an aquarium environment on Sunday, Nov. 27. The flag will be displayed through Dec. 2, the UAE National Day.

To highlight the impressive achievements in environmental conservation, a passion of late His Highness Sheikh Zayed Bin Sultan Al Nahyan, the Father of the Nation, Dubai Aquarium will host a total of 40 divers from Dubai Aquarium & Underwater Zoo, Al Boom Diving and Emirates Diving Association (EDA) to unveil a banner in the aquarium applauding UAE’s eco-conservation efforts. The banner will be unveiled on Wednesday, Nov. 30 from 7 to 9pm.



Dubai Aquarium & Underwater Zoo will host an assortment of activities including henna painting, face painting, falcon display and a traditional Majlis from Dec. 1 to 3, in addition to traditional sweet distribution to visitors.

The region's first of its kind children's edutainment centre, KidZania® will celebrate the Spirit of the Union through activities for the little ones from Nov. 27 to Dec. 4 reflecting the four pillars of the celebratory theme. Apart from being decorated with the national flag colours and the various establishments hosting UAE-themed activities such as talk shows and reporting on the UAE, KidZania® will host a jigsaw puzzle game. In another key activity that highlights the history of the nation, children can participate in a game where they are to arrange old photographs of each of the seven Emirates.

To celebrate 'The Spirit of the Union's' third pillar of 'cosmopolitan community,' children visiting KidZania® can engage in a specially planned leisure-cum-learning activity whereby they have to match the salutary greeting in different parts of the world against the respective nation.

Finally, to mark the emphasis of the celebration this year on the future of the nation, young KidZanians can write a letter or draw an idea to the nation's leaders with one new idea that benefits the country. The letter must be dropped in the special 'Future of UAE' box, and will be presented in a KidZania®-branded book.

KidZania® will also host special Emirati-themed fashion shows. Young visitors can also write a poem or song using the words 'Dubai,' '40' and 'Spirit of the Union,' and perform them at the Talent Show.

Children will get a sticker *'I was there for UAE's 40th National Day celebrations in KidZania®'* and every child visiting the destination on Dec. 2 will get an additional 40 KidZos, the currency of KidZania®. The UAE national flag will be hoisted at the Main Plaza of KidZania®, accompanied by Al Youla dance performances. In addition to these special activities, various activity establishments will also take part in the the UAE National Day celebrations.

Dubai Ice Rink, the Olympic sized ice-rink; and SEGA Republic, the largest of its kind indoor theme park – both in The Dubai Mall – will host an array of UAE National Day themed activities. At Dubai Ice Rink, a large UAE National Flag will be unfurled and miniflags will be distributed to all visitors.

SEGA Republic will set up a 'Celebration Wall' where visitors can pin up flags of their nations or design and decorate their own flags, marking the cosmopolitan community living in harmony in the UAE. Other activities include a traditional majlis, henna painting and sweet distribution.

Reel Cinemas, managed by Emaar Retail, will wear a festive look during the UAE National Day celebrations. Children who come dressed up in the national dress or in the colours of the flag will receive special National Day gifts. Social media enthusiasts can post photographs of old Dubai on Reel Cinemas Facebook page, write about what they like about Dubai and what they miss about the city from the past.

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