



Photo Release

Emaar Retail's leisure attractions to host a summer of fun for children at The Dubai Mall

- *Six popular leisure entertainment attractions offering one action-packed summer camp*
- *KidZania® Summer Camps to include four creative workshops*
- *Dubai Ice Rink offers Intensive Skate Camps and Summer Skating Deals*
- *Dubai Aquarium & Underwater Zoo provides behind-the-scenes experiences as Aquarists*
- *At the Top, Burj Khalifa offering unparalleled views from the world's highest public outdoor terrace*

Dubai, UAE; May 9, 2011: Young ones will have the opportunity to enjoy a summer of fun and learning at The Dubai Mall, the world's largest shopping and entertainment destination.

Emaar Retail LLC, a pioneer in innovative entertainment, leisure and retail concepts, is hosting special five-day summer camps that integrate fun with learning in some of the most popular leisure attractions in the city including *At the Top, Burj Khalifa*, the world's tallest observation deck with an outdoor terrace. Hosted for the second consecutive year, The Dubai Mall Summer Camp will be held from 9am to 3pm between July 3 and September 1, 2011.

Little ones aged from 7 years and above have the opportunity to take part in an attractive array of enhanced fun events and educational programmes as part of the camp held at Dubai Aquarium & Underwater Zoo, Dubai Ice Rink, KidZania®, Reel Cinemas, SEGA Republic and the newly introduced addition to the camp, *At the Top, Burj Khalifa*.

The Camp will take the kids on a journey to KidZania® on day one; watching a movie at Reel Cinemas and ice skating at Dubai Ice Rink on day two; experiencing the marvels of the aquatic world at Dubai Aquarium & Underwater Zoo and touring *At the Top, Burj Khalifa* on day three; enjoying thrilling games and exciting rides at SEGA Republic on day four; and completing the programme with another day of fun-filled activities at KidZania® on the fifth day.

The Dubai Mall Summer Camp offers limited availability. For bookings, contact enquiries@thedubaiaquarium.com or call 04 4485200. Admission to the summer camp is priced at AED 600.

Gordon White, General Manager at Dubai Aquarium & Underwater Zoo, managed by Emaar Retail LLC, said: "The Dubai Mall Summer Camp, integrating all the leisure attractions of Emaar Retail, will be a novel educational experience for young ones. We are setting a new trend in summer camps with specially tailored programmes that offer children a refreshing fun experience. In addition to offering the thrills of adventure games, cinema and skating, the camps also open doors for unique insights into the aquatic world."



Parents also have the option of enrolling their children for any of the individual summer camps hosted by Emaar Retail at its attractions. KidZania®, the first of its kind edutainment centre in the region, offering professional role-play experiences for visitors, will offer four unique workshops this summer that showcase children's talent in various professions. These 5-day themed workshops culminate with a performance day open for parents on Day 5. All the themed workshops enhance the concept of education through fun and creativity. For bookings, contact 04 448 5222.

Dubai Aquarium & Underwater Zoo's Aquarist Programme promises 'big adventures for little ones'. Children are offered the opportunity to gain a fascinating glimpse of behind-the-scenes action as an Aquarist, and discover the marvels of the marine world. The Junior Aquarists can meet a professional Aquarist, watch a shark feeding presentation, assist in feeding the aquatic animals and ride on a glass bottom boat. The Senior Aquarist experience also includes a cage snorkeling experience for closer encounters with over 33,000 aquatic animals in the aquarium. For reservations, call 04-448 5200 or email enquiries@thedubaiaquarium.com.

At the Olympic-size Dubai Ice Rink, the Summer on Ice programmes will be held again this year. Children can enroll for a four days Learn-to-Skate Programme for AED 750 and enjoy a month of skating for free. An Intensive four days Skate Camp is also being offered where children can master the ice with five levels of ice skating for AED 500 per level. Enrol for all levels at AED 1,750 and save AED 750. For details, call 04-448 5111 or email info@dubaiicerink.com.

At the Top, Burj Khalifa will offer children the opportunity to enjoy the amazing panoramic views and marvel at some of the world's most inspiring architecture. They will also get a chance to experience a vast array of educational exhibits that touch on the making of Burj Khalifa, state of the art technology and exciting facts.

The Dubai Mall Summer Camp is one of the popular summer events for children, and was attended by several hundred young visitors last year. The emphasis of the camps on fun-based learning appeal to the young ones, and serve as a perfect alternative choice for parents to keep the children productively engaged during the holiday season.

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