



Surprise, surprise!

65 days of shopping, family entertainment, and prizes worth millions are now upon us as Modhesh and his mates guide us through what is going to be a scorching summer. So strap yourself in as *City Times* gives you what's what for the next two months of Dubai Summer Surprises fun and frolics

IT'S HOT, IT'S humid and it's only going to get more unbearable...weather wise that is. Fear not friends, Dubai Summer Surprises is back once more to provide some chilled out entertainment and superb promotions to help the long hot months fly by.

Never before in its 12-year history has DSS had its launch when such an unusual mood prevails. Year on year there has been a wave of optimism surrounding the event, which always tries to outdo itself in terms of the size of the attractions and how grand the giveaways can be. This year sees the world in the grips of an economic crisis but according to the organisers this won't affect the festival, which had its organising committee convene shortly after the curtain came down last year. Laila Suhail, Chief Executive Officer of the DSP Office, was

upbeat about DSS in the current economic climate and stressed that there was a general consensus within all private sector entities that the coming months would rake in higher revenues for businesses.

"There has been a lot of talk on how DSS will influence sectors like retail and hospitality this year and from what we have gauged, the current mood is optimistic. The resident market contributes to about half of our total visitor numbers and our core external market is the GCC which has been by and far unaffected by the economic crisis. Market conditions are nevertheless unpredictable but we hope to maintain the figures of last year," she said.

"The DSP Office has gone an extra mile this year to focus on the core DSS concepts of shopping, family

entertainment, winning, and relaxation, and the new inclusions will be very much visible through newer venues, more quality events, and a constant shopper rewarding system through raffle draws," she added.

So what is in store? What have we got to look forward to? It's all here so read on and find out.

- Signature Events
- **World of Stories** (June 12 - June 23) Mercato
 - **Sheila and Abaya Fashion** (June 27 - June 30) BurJuman
 - **Art Oasis** (July 9 - July 15) Wafi
 - **Collectors** (July 27 - August 7) Wafi
 - **Middle East Junior Chef Of The Year 2009** (July 8 - July 14) Oasis Centre
 - **Kids Fashion Week** (July 24 - July 30) Deira City Centre
 - **Kids Olympic Games** (July 16 - July 22) Dubai Marina Mall
 - **Min Bladi Al Emarat** (July 1 - July 10) Dubai Marina Mall
 - **Photography Exhibition 2009** (August 6 - August 13) Deira City Centre

DSS Beat the Heat: Dubai Summer Surprises takes to the outdoors this year with an all-new event titled 'DSS Beat the Heat'. Over the summer, DSS visitors and

residents in Dubai will have access to the beach at Jumeirah Beach Residence with innumerable activities on offer. Located at JBR, the Beach Blast area will include a Spa & Relaxation Area, the Rent-a-Tent, the Inflatable Zone, Kiosks, a Beach Games Area, and a Sporting Activity Area.

Modhesh Watch out, Modhesh is about! The ever-smiling bubbly mascot of DSS is back this year to present a host of surprises for children in Dubai. As the unmistakable face of summer fun and entertainment, Modhesh will be meeting his friends in malls and select places to hand out DSS goody bags and pose for pictures. Children can also watch him during many of his stage shows and other meet and greet activities.

Modhesh World Celebrating its tenth year this DSS, what was formerly known as Modhesh

Fun City has undergone a massive conversion, and will now be officially called Modhesh World. 37,000 sq. metres of non-stop excitement, Modhesh World aims to raise the standard of indoor entertainment to the next level. Modhesh World will provide an exhilarating experience with exciting new concepts, more educational interactive exhibits, and spectacular events featuring regional and international shows. In an effort to reach out to more children and their families, Modhesh World has reduced entry fees this year for the children's tickets to only AED 15.

Shows, Musicals, and Concerts This DSS, children and families can look forward to a host of international cartoon shows including the Hello Kitty Jungle Party, Imagine with Elmo, Bob the Builder and the Sunflower Sailor, in addition to the internationally acclaimed Disney

High School Musical 2. Also in the line-up are the African Children's Choir and Dubai Voices, conducted by kids in Dubai. A concert featuring chart-topping band Keane is also on the itinerary for music lovers.

An exclusive show awaits shoppers at Dubai Festival City. The House of Illusions features 'The Spiegel' Tent, a spectacular traditional venue that will host a unique family show of illusions, surprises, comedy and live music all served together with a three-course family meal. Showcasing the world's top international talent such as Andrew Van Buren, the international illusionist, the House of Illusions promises to be a spectacular showing this summer.

Spa Packages The 'DSS 2009 Spa Packages' are a unique concept that allows visitors and residents to discover some of the fin-

est spa havens offering premium therapies and treatments at discounted rates. This happens only during summer, and this year, the Dubai Summer Surprises has collaborated with over 30 spas to provide every visitor a refreshing experience.

Summer Retail Promotion and Raffle Draws Around 4,000 retail outlets are expected to participate in this year's DSS with offers of up to 75 per cent off on a wide range of leading international brands. Additionally, shoppers can also look forward to the Dubai Shopping Malls Group Mega Raffle that will give away grand prizes and shopping vouchers worth millions of dirhams.

Another raffle highlight is the Emarat promotional campaign that will give away prizes worth over half a million dirhams. Anyone who spends Dhs 25 in Emarat

service stations, on non fuel products, are entitled to enter the draw for the daily prize of an Em-Cash card worth Dhs 3000, in addition to an opportunity to enter the draw for the grand prize, which includes a Chevrolet Corvette, Dhs 100,000 cash, Dhs 25,000 vouchers to spend at Dubai Festival City, Dhs 25,000 vouchers for home furnishings, Dhs 20,000 vouchers for electronic goods, Dhs 10,000 worth of fuel, Dhs 20,000 vouchers for gold jewellery, Dhs 10,000 worth of recharge cards from du, Dhs 10,000 worth of Auto-care services and Dhs 15,000 airline travel vouchers.

Shoppers should also look out for the 'The Big Brands Carnival' that throws open its sale of luxury designer fragrances, bath and body cosmetics, accessories, crystal and related gifts for men and women from June 17 to June 21 at DWTC.