

Dubai Shopping Malls Group's weekly DSS raffle draws worth AED 500,000 starts tomorrow (United Arab Emirates)

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Dubai, The first ten lucky winners of Dubai Shopping Malls Group's (DSMG) weekly 'Surprising Millions' campaign for Dubai Summer Surprises, will be revealed on June 18th at a special event at the Dubai Marina Mall. The draw to select ten winners, each of who will receive AED 50,000 in cash and gift vouchers, is scheduled for 7.00 pm at the shopping mall's atrium.

All raffle coupons obtained from participating malls when shopping for a minimum purchase of AED 200 is eligible for the draw. The weekly draws are held under the auspices of the Department of Economic Development.

Speaking about the first weekly draw being held at the Dubai Marina Mall, Mr. Ian Ferguson, General Manager from the mall said: "We are honoured to be hosting the first weekly raffle of DSMG's summer long promotion as it helps us to position Dubai Marina Mall as a great new shopping destination. This popular promotion run by DSMG helps to reward our visitors throughout the summer months."

The 'Surprising Millions' campaign offers total prizes worth AED 5 million in weekly draws, instant winnings and competitions. Since the start of the campaign, DSMG has reported brisk sales in all the participating twenty three malls which include Al Bustan Centre, Al Ghurair City, Al Manal Centre, Al Mulla Plaza , Arabian Center , BurJuman ,Century Mall ,Dubai Festival City, Dubai Marina Mall, Dubai Marina Walk, Dubai Outlet Mall, Gold & Diamond Park, Ibn Batutta Mall, Lamcy Plaza, Mazaya Center, Mercato Mall, Oasis Centre, Reef Mall, Souk Al Bahar and Downtown Burj, The Dubai Mall, Town Centre, Time Square Centre and WAFI Mall.

Around 4,000 retailers are participating in DSS 2009 with offers up to 75-90 percent discount on leading brands.