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Dubai Shopping Malls Group's weekly raffle draw heads to BurJuman



Dubai, July 15, 2009: As the latest venue of the Dubai Shopping Malls Group's (DSMG) Surprising Millions weekly raffle draw, BurJuman is the centre of winning surprises for shoppers this Thursday.

"As always, the DSMG summer promotion, with its fabulous weekly prizes, has managed to captivate shoppers across Dubai, enticing them to shop to their heart's content and increase their chances of winning big. We are delighted to be chosen as the venue for this week's raffle draw and look forward to congratulating another ten lucky winners," said Sabina Khandwani, Head of PR and Marketing, BurJuman.

The draw, scheduled for 6.00 pm on July 16, 2009, will see ten shoppers win AED 50,000 each in cash and prizes.

To continue through August 14, Surprising Millions is the largest Dubai Summer Surprises (DSS) campaign ever by Dubai Shopping Malls Group and comprises instant refunds of shopping bills to lucky customers, weekly raffle draws and competitions. All through the campaign, there are exciting DSS fun activities and in-mall entertainment lined up for families and children. This is complemented by great shopping bargains and discounts from leading brands.

To receive the raffle coupons and enter the weekly draws, shoppers only need to spend a minimum amount of AED 200 at participating malls in Dubai.

Surprising Millions campaign has participation by 23 different malls including 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, The Dubai Mall, Town Centre, Time Square Centre and WAFI Mall.