

## WELCOME FRIENDS & FAMILY TO #MyDubai WITH A STELLAR LINE-UP OF FAMILY EVENTS AND ACTIVITIES

**Dubai, UAE; 15 November 2018:** Following the launch of the social media competition by Dubai Tourism under the #MyDubai initiative, residents are gearing up to welcome friends and family to visit them in the city this winter. Inviting residents to showcase the breadth and depth of Dubai's offerings to their friends and family, the competition calls for them to take to social media to highlight why they call the emirate their home.



The competition encourages residents to submit entries that showcase their life in Dubai on the @MyDubai Facebook, Instagram and Twitter accounts by using #MyDubai and #MyInvite to be in with a chance of winning two Emirates return flights for their friends and family to visit them. The competition, which kicked off on 15 October, will select two winners each week for 15 weeks, closing on 31 January 2019.



With world-class shopping, children's activities and a variety of dining and entertainment options, Dubai is an ideal holiday destination for the whole family. And as the cooler months of the year set in, the city brings out the most vibrant events, with an exciting line-up of activities and experiences in store, here are some of Dubai's top picks of things to do with families across the emirate:

**Ripe Pop-Up Market at d3, 16 – 17 November:** The ever-popular Ripe Market will feature art, fashion, jewellery, crafts and artisanal food from local businesses and start-ups. With live entertainment, activities for the kids, workshops and yoga, there is something for everyone to enjoy at this vibrant community event.

**The Gruffalo's Child at Madinat Theatre, 23 – 24 November:** Enchanting family entertainment comes to the Madinat Theatre stage with a lively production of 'The Gruffalo's Child' by Julia Donaldson, taking the little ones on a scary, fun journey that's sure to leave them with great memories. Expect songs, laughs and scary fun for children aged three and up in this hugely popular show that's toured Britain and the world.

**X3 Junior Triathlon at La Mer, 23 November:** Known for promoting active lifestyles in Dubai, XDubai is returning with the second edition of the incredibly successful X3 Junior Triathlon. Hosted at La Mer this year, the event is perfect for children between the ages four to 16 years. The course will offer

seven different categories tailored to challenge each age group safely. Families can enjoy the race village where they will find entertainment and delicious food throughout the day.

The #MyDubai competition will select two winners each week for 15 weeks starting from 15 October 2018 to 31 January 2019. Visit <https://www.visitdubai.com/en/vfr-competition-terms-and-condition> for all terms and conditions.

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#### **About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)**

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

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