



Photo Release

Dubai Aquarium & Underwater Zoo and KidZania® host conservation initiatives on Earth Day 2011

Dubai, UAE; April 28, 2011: Dubai Aquarium & Underwater Zoo and KidZania® at The Dubai Mall marked the global Earth Day on April 22, 2011 to raise awareness on the need to take concrete action on climate change.

A box for recycling mobile phones was placed at the entrance of Underwater Zoo encouraging visitors to recycle their phones, while KidZania®, the first of its kind edutainment concept in the entire region, joined hands with DEWA to celebrate Earth Day. As a key marketing partner, DEWA is hosting an Earth Day special event until April 28.

Gordon White, General Manager at Dubai Aquarium & Underwater Zoo, managed by Emaar Retail LLC, said: "We are committed to undertaking tangible initiatives that help make a difference and promote the sustainable development initiatives in the UAE. We tailored several activities to mark Earth Day, which helped strengthen public awareness on the key environmental challenges faced by humanity today and inspire our visitors to become active partners in climate change initiatives."

To involve the little ones in the Earth Day celebrations, presentations on the environment and expert-led interactive sessions took place. The Shark Story Time, currently ongoing as part of the Shark Fest, was extended to include a focus on recycling and green choices as part of Earth Day. Dubai Aquarium & Underwater Zoo staff members posted their pledges to a green earth on the website (www.thedubaiaquarium.com).

At KidZania®, DEWA set up numerous activities and opportunities for children to pledge their support to help save the environment. Children could stamp their fingerprint on a Pledge Board; the Plant-A-Seed Station distributed seedlings; and the little ones could join the DEWA SnS Club that emphasizes the importance of electricity and water conservation.

The different establishments at KidZania® hosted events in line with the Earth Day theme. These included a fashion show by girls with the costumes made of recycled materials; special programmes on the Radio station and TV studio, while young 'reporters' at the newspaper establishment covered articles on Earth Day.

Recycled newspaper frames were made available at the Arts & Crafts Workshop. The face painting sessions featured the images of Sparky and Splashy – the DEWA mascots. The mascots also joined KidZania® mascots Urbano and Vita during the KidZania® parades in the city.

In addition to Dubai Aquarium & Underwater Zoo and KidZania®, Emaar Retail LLC manages a strong portfolio of exclusive leisure and retail concepts including the Olympic-sized Dubai Ice Rink; Reel Cinemas, the UAE largest megaplex with 22-screens; and SEGA Republic, the region's first and largest SEGA indoor theme park - all in The Dubai Mall. Reel Cinemas has also introduced the first 'premier' boutique 6-screen Cineplex at Dubai Marina Mall.

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