Beat: News

Exceptional National Day Celebrations

Bawabat Al Sharq Mall!

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USPA NEWS - Watch out for the mega fireworks over Bawabat Al Sharq Mall. Then, travel back in time with the Majlis Movie of the 50th. Be inspired by the words of the Father of the Nation, recreated by a 3D Hologram. The experiences are just the tip of the iceberg of celebrations lined by Bawabat Al Sharq Mall – the capital's popular family destination.

While celebrations galore across the UAE, reliving 50 years of phenomenal achievements, Bawabat Al Sharq Mall captures the festive mood with a mindboggling array of treats. Each unique, befitting the country's moment of pride and joy.

On 2 December at 8:00 pm, the sky above Bawabat Al Sharq Mall will come alive with a spectacular fireworks display, a not-to-be-missed Grand Finale spectacle for all. The National Day Fireworks Show is the culmination of the UAE 50th National Day Celebrations at the mall.

Travel back 30 days from that eventful night to the day when the action begins with the Shop and Win promotion. Bawabat Al Sharq Mall launches an action-packed, month-long series of events and fun-filled programs for everyone in the family. The excitement continues to build from 25 November with an exciting array of National Day activities.

Those seeking to know more about the country's great achievements can take a trip down memory lane with Majlis the Story of the 50th. A real treat for mall visitors, a specially curated movie based on archival footage, recounts the UAE's successful journey of landmark achievements and memorable moments from history.

After a trip through the nation's history, visitors will be in for a truly emotional experience with the Hologram of Sheikh Zayed. It brings back to life an inspiring speech by the late HH Sheikh Zayed bin Sultan Al Nahyan, the UAE's Founding Father, urging young people to work hard and strive for their country. The 3D hologram captures his most true-to-life features, including tone of voice, facial expressions, and hand and body gestures.

Yet another worthwhile journey of discovery that's sure to entice all is the 50 Years Photo Exhibition. The exhibition is an impressive presentation of Sheikh Zayed’s rare photos. Also on display are old pictures of Abu Dhabi and books about the city's history.

Shoppers can have their share of motivation with the Shop and Win promotion. They could enjoy shopping at their favourite stores and have a chance to win a BMW 520i. All they have to do is shop for AED 200 at any of the mall stores or AED 400 at Carrefour to enter a raffle draw. Additionally, they can double their chances to win by shopping at the stores on the first floor. The much-awaited car raffle draw is slated for 5 December.

A whole line-up of games and fun activities await the Mall's little visitors at the Kids Area that will keep them engaged right through.

Two hidden gems will pop out of nowhere on National Day. Get ready for a flashmob style performance by Emirati talents Mohamad Al Saqri and Mohamad Al Breki, who will perform inside the mall on 2 December.

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