



## Press Release

# **Meraas to Launch Fun-filled Mattel Play! Town**

- *Safe, Indoor ‘Eduplay’ Attraction for Children Aged 2 to 10 to Playfully Convey Social Skills*
- *Themed Around Five of the Most Popular Children’s Characters, Allowing Little Visitors to Delve Into the World of Their Favourite Characters*
  - *Located at CITY WALK in Dubai*

**Dubai-UAE: (DATE, MONTH) 2016** – Meraas, a Dubai-based holding company, is set to launch Mattel Play! Town, a 5,000 square metre interactive themed eduplay attraction where children between the ages of 2 and 10 can meet and interact with some of the most popular and well-loved children’s characters.

In partnership with global toy company Mattel, the attraction will feature engaging and stimulating play experiences around the five world recognised brands: Barney™, Thomas & Friends™, Bob the Builder™, Angelina Ballerina™, and Fireman Sam™, along with live shows, to create long-lasting memories. Mattel Play! Town is built on the concept of eduplay, a play-based education theory that highlights the importance of stimulating children’s imagination and fantasy to facilitate the development of social skills.

Mattel Play! Town creates an enthralling eduplay environment for little ones to develop playful relationships with new companions and their favourite characters. The range of experiences on offer is set to enhance communication, self-sufficiency, and adaptive skills as well as foster interpersonal, team building, and problem-solving abilities.

During their visit to the destination, children can take in the adventure of exploring a bright new world where their dreams become reality. They can learn songs and try out new tricks and crafts with friends at Barney’s cosy house. At Knapford Station, a multi-level soft play adventure with Thomas and his friends awaits visitors, as well as a very special show at the Station Theatre. The young guests can also join Team Bob to construct and play with life-size vehicles Scoop, Muck, Dizzy and Tiny – or dig through Angelina Ballerina’s closet to dress up and twirl around her dance studio. Meanwhile, brave young adventurers can help Fireman Sam to become heroes of the day and carry out rescue services, while also learning important safety lessons.



According to a research finding published by the Dubai Statistics Center, the pre-teen population in the region has more than doubled over the last decade – outpacing the growth of the rest of the population by 66 per cent. Meraas anticipated the need and provide them with a unique, child-friendly and safe entertainment facility. At Mattel Play! Town, young visitors can delve into a world where some of their favourite characters come to life and create memories that last a lifetime.

An excursion to Mattel Play! Town will be an unforgettable journey for the young dreamers. Parents can rest assured that their children will enjoy the fun experience in a comfortable and safe environment. On-site cafes serving wholesome and nutritious meals and snacks will also be available to teach children healthy eating habits. At the end of the journey, families can stop at a retail store that offers the latest merchandise from Mattel.

Mattel Play! Town will be located at CITY WALK and is scheduled to open in the first quarter of 2016.

Mattel Play! Town will add to Meraas Leisure & Entertainment division's rapidly growing portfolio of innovative attractions. Meraas has recently announced The Green Planet, the region's first bio-dome, to be located at CITY WALK. The two upcoming assets will complement the current leisure and entertainment offering encompassing The Dome Box, the region's first 360-degree dome theatre at BOXPARK, Splash Pad, a wet play area for children at THE BEACH opposite JBR, as well as Reel Cinemas THE BEACH.

[www.playtowndubai.com](http://www.playtowndubai.com)

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#### **Notes to Editors**

#### **About Meraas**

Meraas is a Dubai-based holding company with operations and assets in the UAE and overseas. The company has established itself as a key innovator in UAE and follows a clear mandate to strengthen Dubai's global position. Through its portfolio of refreshingly innovative landmark concepts, Meraas aims to redefine industries across multiple sectors. Meraas has also forged collaborative relationships with key partners who will add value to its offering. The company has launched several projects in the tourism, retail, leisure and entertainment sectors.

#### **About Mattel Play! Town**

Mattel Play! Town is a magical, safe, and interactive indoor 'eduplay' attraction for children between ages 2 and 10 that is themed around five of the most popular children's characters, allowing little visitors to delve into the world of their favourite characters. Visitors will enjoy engaging and stimulating play experiences around the five world recognised brands from the global toy company, Mattel: Barney™, Thomas & Friends™, Bob the Builder™, Angelina Ballerina™, and Fireman Sam™, along with live shows, to create long-lasting memories. Mattel Play! Town is built on the concept of eduplay, a play-based education theory that highlights the importance of stimulating children's imagination and fantasy to facilitate the development of social skills. An exclusive retail space with the latest offering from Mattel and a café serving healthy meals and snacks complement the magical experience at Mattel Play! Town. Mattel Play! Town is located at CITY WALK in Dubai.



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