

Press Release

Mall of the Emirates and Kempinski Hotel Mall of the Emirates spread holiday cheer for a good cause

10th Annual Stollen Charity Cake Sale Aims to Sell a Record 700m of Cake for Dubai Centre for Special Needs

Dubai, UAE, 1 December 2015 – Mall of the Emirates, Majid Al Futtaim’s leading lifestyle destination, and Kempinski Hotel Mall of the Emirates, are encouraging the community to support one of the most highly anticipated charity events of the holiday season – the 10th Annual Stollen Charity Cake Sale, which will be hosted on Saturday, December 5th from 10am at the mall.

“We are thrilled to host the Annual Stollen Charity Cake Sale, celebrating 10 years of Stollen, with the Kempinski Hotel Mall of the Emirates, and help ring in the holiday season with fun for the whole family while reminding people of the importance of giving back to the community. We have supported this important charity event for a decade which is in-line with our vision of creating great moments for everyone, everyday as well as our dedication to nurturing and providing a platform for such community initiatives,” said Hussain Moosa, Associate Director for Shopping Malls, Majid Al Futtaim Properties. “This year’s event is bigger than ever, with 700 metres of Stollen to be sold for charity so we encourage the community to come and support this cause, and take home some delicious cakes.”

15 chefs from the Kempinski Hotel Mall of the Emirates are busy working to create the longest string of German Stollen cake to-date measuring at 700 metres. Hosted by the Kempinski Hotel Mall of the Emirates in partnership with Mall of the Emirates, this family event hopes to set a new fundraising record by selling every last slice of the traditional fruitcake for the Dubai Centre for Special Needs.

Grant Ruddiman, General Manager of the Kempinski Hotel Mall of the Emirates said, "We are extremely excited to participate in this amazing project with the Mall of the Emirates, and celebrate 10 years of Stollen. This is a cherished tradition at Kempinski and we have worked really hard to make this year's event even bigger and better, with the aim to raise more funds than previous years. It is an honor to be involved in a long standing event that supports a good cause and we look forward to having Dubai's residents joining us at the Stollen Charity Cake Sale."

Starting at 10:00am, the Southern Galleria at Mall of the Emirates will transform into a fruitcake festival, as all 700 metres of Stollen will be laid out on tables, ready for purchase and consumption. Stollen loaves are 60 centimetres long, and can be purchased for AED 100, or by the slice, at just AED 5 each. Volunteers will be handing out mouthwatering samples to shoppers, and creating an energetic atmosphere as the countdown begins until the last slice of Stollen is sold.

Adding to the festive cheer is a special visit from Santa Claus, free giveaways for the kids and students from the Dubai Centre for Special Needs lending a helping hand in selling the Stollen for charity.

For more information, please visit: www.malloftheemirates.com, www.facebook.com/MallOfTheEmirates, or www.instagram.com/malloftheemirates.
www.kempinski.com/dubai or www.facebook.com/kempinskihotelmalloftheemirates

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About Kempinski Hotel Mall of the Emirates:

Priding itself on offering guests innovative experiences, Kempinski Hotel Mall of the Emirates has some of the most unique and stylish room products in the region. Fifteen stunning Ski Chalets marry sand and snow, offering views of the Arabian Gulf on one side and ski slopes on the other. The über-sleek Executive Tower Suites and the luxurious Presidential Suite are an exercise in modern elegance and provide an exclusive haven for discerning guests. Each of the hotel's 393 deluxe rooms and suites is equipped with a large plasma flat-screen TV with access to 80 international satellite channels, as well as



a DVD and multi-media player. In addition, all rooms have a fully furnished dining area as well as stylish and well-appointed marble bathrooms.

About Kempinski:

Created in 1897, Kempinski Hotels is Europe's oldest luxury hotel group. Kempinski's rich heritage of impeccable personal service and superb hospitality is complemented by the exclusivity and individuality of its properties. Kempinski now manages a portfolio of 75 five-star hotels in 31 countries and continues to add new properties in Europe, the Middle East, Africa and Asia. Each one reflects the strength and success of the Kempinski brand without losing sight of its heritage. The portfolio comprises historic landmark properties, award-winning urban lifestyle hotels, outstanding resorts, and prestigious residences. Each one is imbued with the quality guests have come to expect from Kempinski while embracing the cultural traditions of its location. Kempinski is a founding member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands, which is celebrating its tenth anniversary in 2014.

www.kempinski.com/ • www.globalhotelalliance.com

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EDITOR'S NOTE: The legal name of this company is "Majid Al Futtaim" and should not be shortened or replaced by an acronym to avoid confusion with another business entity.

DISCLAIMER: All facts and figures in this release are accurate at the time of issuance.

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[About Mall of the Emirates](#)

Mall of the Emirates is the world's first shopping resort and flagship luxury destination, and welcomes close to 40 million visitors annually. Home to more than 630 international stores, totalling 255,489 sqm of retail space, the mall offers more than 80 of the world's most prestigious brands housed in the Fashion Dome and Via Rodeo, such as Louis Vuitton, Chanel and the Middle East flagship for Prada.





A dining destination with more than 100 restaurants and cafés, Mall of the Emirates also features major department stores including Harvey Nichols and Debenhams, as well as fashion, lifestyle, sports, electronics, home furnishing outlets and the largest Carrefour hypermarket in the city.

With direct access to the Dubai Metro, the mall's unique family leisure offerings include Ski Dubai - the Middle East's first indoor ski resort and snow park, VOX Cinemas - the largest cinema ever built in the Middle East with a 24-screen entertainment complex, a Magic Planet, and the Dubai Community Theatre and Arts Centre. Two 5-star hotels, the Kempinski Mall of the Emirates and Sheraton Dubai Mall of the Emirates Hotel, adjoin the mall.

Mall of the Emirates' AED 1 billion multi-stage redevelopment project, Evolution 2015, completed in September 2015 introduced one quarter of the region's best-loved shopping destination completely new to shoppers, including brands making their UAE debut, new luxury, dining, lifestyle and entertainment concepts, and a retail extension on Level 2.

In 2012, the International Council of Shopping Centers ranked Mall of the Emirates as the seventh most profitable shopping centre in the world by sales per square foot, and first in the Middle East. Mall of the Emirates opened in 2005, and is located in Al Barsha on Sheikh Zayed Road. The mall is owned and managed by Majid Al Futtaim the leading shopping mall, retail, and leisure pioneer across the Middle East and North Africa. For more information, please visit: www.malloftheemirates.com or www.facebook.com/MalloftheEmirates

About Majid Al Futtaim

Founded in 1992, Majid Al Futtaim is the leading shopping mall, retail and leisure pioneer across the Middle East and North Africa (MENA).

A remarkable business success story, Majid Al Futtaim started from one man's vision to transform the face of shopping, entertainment and leisure to 'create great moments for everyone, every day'. It has since grown into one of the United Arab Emirates' most respected and successful businesses spanning 13 international markets, employing over 27,000 people, and achieving the highest credit rating (BBB) among privately-held corporates in the Middle East.

Majid Al Futtaim owns and operates 18 shopping malls, 11 hotels and three mixed-use communities in MENA, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, City Centre malls, and also four community malls which are in joint venture with the Government of Sharjah. The Company holds exclusive rights to the Carrefour franchise in 38 markets across Middle East, Africa and Central Asia, operating a portfolio of 65 hypermarkets and 85 supermarkets in 12 countries.

Majid Al Futtaim operates 175 VOX Cinema screens and 19 Magic Planet family entertainment centres across the region, in addition to iconic leisure and entertainment facilities such as Ski Dubai and iFly Dubai, among others. The Company launched the first LEGO-certified store in the Middle East and is parent to the consumer finance company issuing 'Najm' and "Voyager" credit cards, a fashion retail business representing international brands such as Abercrombie & Fitch, AllSaints and lululemon athletica, and a healthcare business that operates a network of City Centre Clinics. In addition, Majid Al Futtaim operates Enova, a facility management company, thro

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Mall of the Emirates
Shopping is just the beginning



Kempinski Hotel
Mall of the Emirates
DUBAI



global leader in optimised environment resource management. The Company also operates in the food and beverage industry through a partnership with Gourmet Gulf.

www.majidalfuttaim.com

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