**Press Release**

**Unwrapping the festive joy: Expo City Dubai reveals Winter City dates and names Toys “R” Us as exclusive Toy Partner**

[**Download accompanying assets here**](https://expocitydubai-my.sharepoint.com/:i:/g/personal/comms_store_expocitydubai_ae/EVRufPnKoatLtC5MAK_fXIAB2sLdMii6ardwFOdqUCPORQ?e=TNglKX)

**DUBAI, 2 October 2024** – Get ready for a magical winter adventure with the third edition of Expo City Dubai’s community-focused Winter City running from 6-31 December. With Toys “R” Us announced as the Winter City’s Exclusive Toy Partner, Al Wasl will become a frosted festive haven for Santa’s larger-than-life Toy Factory.

**Amna Abulhoul, Executive Creative Director – Entertainment & Experiences, Expo City Dubai**, said: “With Toys “R” Us as our exclusive Toy Partner, this year’s Winter City will be a wonderful experience for all the family, and we can’t wait to see Al Wasl transformed into a spectacular Toy Factory, complete with a raft of exciting activities and mesmerising projections. We’re looking forward to creating many magical memories with our visitors this festive season.”

**Bash Ramzan, General Manager Toys “R” Us (Al Futtaim group)**, said: “We are proud to partner Expo City Dubai in what is now one of Dubai’s most eagerly anticipated festive celebrations. Our participation will be packed with activities for all children and adults – Geoffrey the Giraffe can’t wait to meet you there.”

From meeting Santa himself, to participating in workshops hosted by cheerful elves, or simply strolling through the atmospheric North Pole market, Winter City promises something for everyone, all wrapped in seasonal charm.

Step inside the toy factory, where a little holiday chaos has thrown things off course and mountains of gifts need to be organised. Lend a hand to Mrs Claus as she sorts the naughty from the nice, try your hand at cookie decorating and craft your way through the season. Santa’s letterbox is back, waiting for children to post their wish lists and every evening, one lucky child will join Santa as he lights up the tree, adding a special touch to the festivities.

Visitors can also look forward to a revamped version of the popular Carols by Candlelight concerts, with Expo City’s all-women Al Firdaus orchestra performing Christmas favourites, accompanied by singing and dancing school children.

Winter City will open from 1400-2200 daily, with entry priced from AED 40 for adults and free for 5 years and under and people of determination. Additional charges are applicable for some activities and workshops.

More details will be announced soon at [www.expocitydubai.com](http://www.expocitydubai.com).

**-ENDS-**

**About Expo City Dubai**

Expo City Dubai, the legacy city of Expo 2020 Dubai, is an innovation-driven, people-centric community rooted in the belief that collaboration can propel sustainable progress. Its prime location and world-class connectivity place it at the centre of Dubai’s future – the lynchpin between Dubai Exhibition Centre, Al Maktoum International Airport and Jebel Ali Port and a key driver of Dubai’s Economic Agenda (D33)

* A world-class free zone, it is home to a thriving business community that supports cross-sector collaboration and provides a springboard for businesses of all sizes to scale and grow, enhancing Dubai’s position as a global centre of trade and reinforcing the UAE’s development and diversification ambitions
* Its residential communities redefine urban living, exemplifying best practice in innovative, environment-friendly design with a focus on wellbeing and happiness
* An incubator for innovation, it is a testbed for solutions and a platform for groundbreaking ideas that benefit both people and the planet
* Packed with educational, cultural and entertainment offerings, with more than 30 indoor and outdoor venues attracting globally significant events, it celebrates human creativity and ingenuity and inspires future generations
* Designed as a blueprint for sustainable urban living and one of five hubs on the Dubai 2040 Urban Master Plan, its roadmap to achieving net zero by 2050 and its broader decarbonisation targets raise the bar on responsible urban development

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