



## **Adhari Park Development Co appoints Memac Ogilvy Bahrain as its communications partner**

Manama, Bahrain, 5 August 2007: Adhari Park Development Co (APDC) has appointed Memac Ogilvy Bahrain as its communications partner for Bahrain's first family entertainment park, Adhari Park. Memac Ogilvy is working closely with APDC on all aspects of the park's communication which will be rolled out during the next couple of months in the build-up to the park opening.

"We selected Memac Ogilvy following a pitch process as they were strategically strong and creatively sound," explained Mohammed Abdul Khaliq, Vice Chairman, Adhari Park Development Co. "We look forward to launching the exciting new look and feel for Adhari Park which we believe will inspire our target audience and encourage them to visit the park when it is open."

"Adhari Park is an exciting challenge for the team in Bahrain. There are few more exciting creative challenges as extending a brand experience such as Adhari," said James Duthie, Group Managing Director, Memac Ogilvy & Mather.

"We are implementing the Ogilvy '360 degree philosophy' to ensure we deliver the brand promise to all of Adhari Park's audiences at every consumer touch point," continued James Duthie. "We want to build an enduring experiential brand that will make every Bahraini proud."

Adhari Park has something for everyone. The park has 34 rides and amusements; ranging from the thrilling roller coaster and log flume through to bumper cars and paddle boats; an overhead monorail, the first of its kind in the region, a children's play area, mini golf course, bowling alley, games arcade, family recreation facilities, 25 retail outlets, a range of food outlets and a state-of-the-art children's interactive museum.

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For further information, please contact:

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### **Adhari Park**

Adhari Park, a unique family attraction in Bahrain and the GCC, is a result of the cooperation between the Government and the private sector. The privatisation of entertainment projects in the Kingdom is part of the Government's strategy.

The park, which has cost in excess of US\$40 million to build, will be operated by Adhari Park Development Co on a 32-year lease. Adhari Park is one of the first build-operate-transfer (BOT) projects to be awarded by the Ministry of Municipalities and Agriculture Affairs on behalf of the Government of Bahrain.