

ORANGE WHEELS, AL RAHA MALL, ABU DHABI GRAND OPENING PRESS RELEASE

‘Orange Wheels’ Opened its Second Exclusive, Innovative Indoor Play Centre @ Al-Raha Mall

Abu Dhabi, 30 September 2019

Orange Wheels, a subsidiary of Ideacrate Edutainment Company and the best indoor play area in Al Wahda Mall, Abu Dhabi has expanded with the launch of its second location at Al-Raha Mall on Saturday.

The grand event was extremely fun and attended by a big crowd of mummies, daddies and children. On the momentous milestone moment, Shifa Yusuff Ali, Founder of Ideacrate said, "In this increasingly chaotic world, children need environments that they can move freely and play without fear in order to enhance their physical growth and mental development. We have not only considered the children while designing this space, a relaxing and quality experience for the parents was also one of our priorities."

The children were welcomed by two cheerful folks at the entrance, where one of them really caught their attention with his juggling skills! It was already a fun start to the whole event. The programs commenced with a tour of the centre by the host for the day Magic Phil, UAE's favourite children's entertainer. He started at the orange Salon, turned at the roundabout to O-Town (role-play area) Then, through the play zone to the creative Arts and Crafts Area, and the final stop was the Orange Café which is a parent's haven! Further to their amazement, Magic Phil performed a spectacular Magic Show. The main highlight turned out to be the ‘Orange Wheels Dance Time’, by the wonderful Play mates at orange wheels which the children thoroughly enjoyed.

Other entertainment activities like demo - nail polish, hair braiding, messy play, arts and crafts, face painting, balloon bending, and much more engaging activities were organized at the venue exclusively for the children. There were exciting gifts for the mums and tots who attended the Grand Opening.

IdeaCrate has two other brands under its umbrella, Orange Seeds Nursery and Orange Hub. Orange Seeds Nursery is located in Mangrove Village, Abu Dhabi and Orange Hub, a family entertainment centre with arcade games, laser tag and exciting rides located at Mall Of UAQ, Umm Al Quwain and Al Wahda Mall, Abu Dhabi.