**BurJuman’s Save and Sound Community Event Heralds End of Successful Breast Cancer Prevention Month**

***Sky Dive Dubai performs UAE’s first ever sky dive for breast cancer prevention***

**Dubai, UAE: 2nd November 2015**

**Thousands of Dubai residents came to Kite Beach today to help celebrate a successful Breast Cancer Awareness month at the BurJuman Safe and Sound Community Event.**

**The family-friendly event saw the Dubai Drums, Sky Dive Dubai, Dance It Out Dubai and members of BurJuman’s charity partners, Brest Friends connect with crowds in the informal beach setting.**

**Members of Sky Dive Dubai parachuted into the busy beach holding the BurJuman Safe and Sound banner, making history by completing the UAE’s first sky dive for breast cancer prevention.**

**The BurJuman Safe and Sound campaign is one of the longest running charity campaigns in the Middle East, helping raise awareness on breast cancer prevention, and raising funds to help those affected by the disease, with its charity partners, The Al Jalila Foundation and Brest Friends.**

**BurJuman President and CEO of Al Ghurair Group, Majid Al Ghurair said: “We first launched the Burjuman Safe & Sound campaign back in 1997 and what started as a small in-mall activation has now become the biggest and most- established breast cancer awareness campaign in the Middle East region, reaching over 25 million people with a message of awareness and early detection. I am personally extremely proud of that achievement and rest assured that our support will remain for many years to come. This campaign is a confirmed fixture in our annual calendar and indeed in that of the residents of the UAE and beyond.”**

**Linda Berlot, from charity partner, Brest Friends, said: “As a breast cancer survivor, it means the world to me to see so many people come out for such an important cause. My charity helps provide treatment to women who otherwise would not be able to access life-saving medical care. We thank everyone for their donations and for helping spread messages of prevention.”**

**Safe and Sound has traditionally raised awareness for breast cancer with a Pink Walkathon. This year, a key change to the programme was the introduction of the new Safe & Sound App, which allows users to donate directly to the charity Brest Friends at the same time as tracking their steps and working on their own health. The app allows users to raise funds all year long, creating**

**wider reach than the traditional month-long campaign.**

**When the total combined distance walked by users reaches the milestone figure of 50,000km in 2015, BurJuman pledged to donate a further AED100,000 to our Safe & Sound charity partners.**

**So far over 7,000 users have logged and downloaded the app.**

**To learn more about the app, view the** [Safe and Sound video:](https://www.youtube.com/watch?v=qvExWeyGEOc)

The Burjuman **Safe & Sound** app **is now available for download on iPhone and Android. Search for ‘**Burjuman **Safe and Sound’ in** app **store or google play or** simply click on the links below:

[iTunes Store](http://apple.co/1RoA9Lq)

[**Google Play**](http://bit.ly/1LbqEi3)

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**About BurJuman**

Located in the heart of Bur Dubai close to the city’s key commercial and heritage districts, BurJuman offers a shopping experience that is convenient, relaxing and enjoyable. One of Dubai’s best-known retail landmarks, BurJuman’s tenant portfolio includes a thoughtfully chosen collection of retail outlets, with a focus on popular segments such as fashion and electronics. The mall is home to the UAE’s only Saks Fifth Avenue store, a Carrefour hypermarket and the newly opened 14-screen VOX Cinema complex. With a variety of dining outlets to join its growing F&B line-up as part of its major development, BurJuman creates a perfectly balanced mix of retail, leisure and entertainment. BurJuman enjoys direct links to the Red and Green Dubai Metro lines, making it an easily accessible shopping destination for both residents and tourists.

The BurJuman Business Tower carries on the high-quality credentials of the mall with 400,000 square feet of business luxury. The tallest building in the area, this 30-storey landmark provides access to a world-class range of corporate facilities and services in the comfort of a modern, elegant design and spectacular panoramic city views.

Located adjacent to the mall, the stately BurJuman Residence offers luxury living in the heart of the city, with 80 spacious duplex apartments, 10 townhouses and 5 opulent penthouses. Designed by the world-renowned New York-based architectural firm Kohn Pedersen Fox, the residential tower’s symbiosis of luxury furnishings and endless comfort and elegance places it among the city’s most coveted addresses.

Setting new standards for excellence in hospitality, BurJuman Arjaan by Rotana is a destination of choice for discerning leisure and business travelers. Directly connected to the BurJuman Business Tower and the shopping mall, the hotel offers 80 Classic one bedroom suites, 48 Deluxe one bedroom suites, 16 Premium one bedroom suites, 3 three bedroom Townhouses and 1 four bedroom Penthouse, along with fully equipped meeting rooms, a state-of-the-art health club, and a multi-cuisine restaurant offering the choicest culinary delights.