

**Press Release**

**One year old wins AED 10,000 worth of gold and jewellery voucher**

*Sairish Sajeer the youngest winner of ongoing DGJG 'Glittering Surprises'*

**Dubai, 29 July, 2008:** One year old Sairish Sajeer is too young to understand why her parents are delighted at the voucher she has received from Dubai Gold and Jewellery Group (DGJG). She is in fact the youngest winner of DGJG's ongoing 'Glittering Surprises' campaign for DSS 2008, winning AED 10, 000 worth of gold and jewellery voucher.

Sairish's family has lived in Dubai since five years and her father, Mr Sajeer works as a Civil Engineer for a contracting company.

Commenting on the win, Mr Sajeer said: "This is the first time we have participated in DGJG's annual DSS campaigns. I entered my daughter's name on the raffle for good luck, and I am pleased that she won."

Sajeer added that he would use the voucher to buy more jewellery for both his wife and daughter.

Commenting on the baby's win, Swapna Nair, General Manager, DGJG, said: "Throughout the years, we have seen many children winning our raffle draws and this has prompted parents to enter the names of their children in the draws. I believe Sairish is our youngest winner till date. It gives us great pleasure to see families benefiting from our promotions as they can use their winnings to meet their children's future needs."

She added: "So far people from various backgrounds and age groups have won in our raffles; 'Glittering Surprises' campaign is proving to be a real hit with the shoppers."

Over 300 jewellery outlets across Dubai are taking part in the promotions that offer all customers the chance to win daily AED 10,000 and weekly AED 50,000 worth of jewellery vouchers.

- Ends-

### **About Dubai Gold and Jewellery Group (DGJG)**

Formed with the support of the Dubai Department of Economic Development in 1996, the Dubai Gold and Jewellery Group (DGJG) is a trade association with over 700 members representing all sectors of the trade, including bullion trade, manufacturing, wholesale and retail. The Group has since then evolved into a prestigious trade body committed to developing and sustaining Dubai's status as the 'City of Gold'. It also leads the campaign to position Dubai as 'The Jewellery Destination of the World'.

DGJG represents the interests of the trade through liaising with government organizations. Its Board of Directors include representations from Dubai Customs and DSF committee. The Group also works closely with international organizations like the World Gold Council, the World Diamond Council, the International Gemological Institute (IGI), High Diamond Council (HRD) and CIBJO (The World Jewellery Confederation).

**For further info, please contact: Lisa George/ Riham Musleh, ASDA'A Public Relations, Dubai, UAE. Tel: 04 3344550. E-mail: [l.george@asdaa.com](mailto:l.george@asdaa.com)/[r.musleh@asdaa.com](mailto:r.musleh@asdaa.com).**