

Bank Sohar Month-End Prize Draw Celebrations at Salalah Festival

Bank Sohar organised their weekly and July month-end Savings Scheme and the 'card spend' promotion Prize Draws at the Salalah Tourism Festival Amphitheatre last week. As in previous months, every one was invited to the event and a large crowd converged at the venue to be a part of the excitement. Seats at the Amphitheatre filled in advance of the commencement of festivities. For over four hours, there was non-stop entertainment, audience participation and a variety of games for the audience. The build-up of excitement spurred a member in the audience to recite an impromptu poem.

One of the audiences was invited to perform the honours of the prize draw. There was a surge of anticipation as he started with the computerised prize draw to select two winners from each of the Bank's branches. There was rousing applause as the names of the winners from each branch were announced. The prize draws were interspersed with filler entertainment programmes, quiz shows and raffles for the guests. Valuable prizes were distributed on the spot to both children and adults.

The second draw was held to select the five winners of the 'card spend' promotion. Each of the five winners receives an air ticket to a destination of their choice. The crowd held their breath as the draw for the cherished prize of the evening was conducted. The winner of this hugely popular Savings Scheme prize of two cars a week to one customer was announced as Rashid Mohammed Ahmed Al Harthi from Ibra Branch. The winner drives home a Land Cruiser 4WD and an Avalon!

A total of 32 prizes were given away during the prize celebrations at the Salalah Tourism Festival Amphitheatre. Of these, 27 prizes were for the Bank's on-going Saving Scheme 2009 and five for the Visa 'card spend' promotion that has now entered the final month. Of the Savings Scheme Prizes, 26 were claimed by two customers each in the Bank's 13-branch network.

Bank Sohar's prize celebrations have become a much anticipated and highly appreciated family event wherever they have been held. The Bank's promotional trucks now based in Salalah had spread the news of the event all over the city. The fact that this event was organised in the festival atmosphere of Salalah added to the overall

attraction. The prize draw was broadcast by Al Wisal and included a live interview with Mazin Mahmood Al Raisi, Head of Marketing & Publicity, Bank Sohar.

“We could not have had a better location or a more responsive audience for the July month-end prize draw,” said Khalfan Rashid Al Taley – DGM Retail Banking of Bank Sohar “Through each of these open invitation prize draws, we try to inform people that they can also win every one of the prizes that were given away. It’s after all the bounty for their savings.”