



IBIZA LEGENDS, THE MAMBO BROTHERS AND AFRO-HOUSE DJ CAIRO, ARE BRINGING THE BEATS TO WHITE BEACH THIS NEW YEAR'S EVE

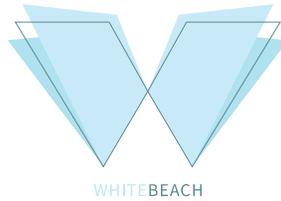
With views of the iconic midnight fireworks display, partygoers are invited to ring in 2023 beachside style at Dubai's award-winning beach club and restaurant at Atlantis, The Palm

DUBAI, United Arab Emirates – Dubai's leading beachside venue, WHITE Beach, will be kicking off New Year's Eve celebrations in true Ibizan style with the epic duo, the Mambo Brothers, and South Africa's hottest DJ, CAIRO. Performing on the starlit beach on Saturday, December 31st and set to the backdrop of one of Dubai's largest and most stunning fireworks display, doors will open at 7:00pm for what promises to be region's most sought-after New Year's Eve party. With multiple packages to choose from, guest can opt for a restaurant or beach and pool experience.

The heavyweight DJ double act, the Mambo Brothers, who were raised in the clubbing utopia of Ibiza, are returning to Dubai to bring WHITE Beach a night to remember. Set to spin some of their legendary tracks including *U Got 2* and *Momento*, the Mambo Brothers will ignite the party from 11:00pm. DJ CAIRO who rose to fame in 2020 with his album *Agora*, will keep the party going from 1:00am to take revellers into the early hours of the morning.

WHITE Beach invites partygoers to dress in beach glam and indulge in a variety of beverage packages. Food will be available and guests can order from a premium and select a la carte menu. There are four tiers of VIP tables available.

- **Bronze:** AED 3,000 for a table up to 4 people- Including one bottle of bubbles
- **Silver:** AED 6,000 for a table up to 6 people- Including one bottle of bubbles and one bottle of house spirits
- **Gold:** AED 10,000 for a table up to 10 people- Including two bottles of bubbles and two bottles of house spirits
- **Platinum:** AED 25,000 for a table up to 10 people- Including two bottles of premium bubbles, one magnum of premium spirits and one bottle of tequila



Those looking for a more relaxed vibe can dine at WHITE Beach Restaurant with an incredible spread of the finest Mediterranean culinary creations from Chef Ibrahim. The sharing style set menu presents a selection of three cold starters, two hot starters, three main courses, as well as individual desserts. Paired with the food guests can sip on bubbles, grapes, and hops. The dinner package inclusive of food and beverages at WHITE Restaurant is priced at AED 1,950 per person for ages 14 and above.

With its unbeatable location sporting breath-taking views of Dubai's skyline, along with rustic chic décor and effortlessly cool vibes, WHITE Beach & Restaurant is the city's see-and-be-seen spot. When the clock strikes midnight, guests will enjoy front row seats to the fireworks erupting over Palm Beach set to feel good beats and the freshest tracks – the perfect toast to the new year.

In October this year WHITE Beach reopened double in size with a refreshed look that perfectly transitions guests from day into night. The renovation includes a second pool in a unique diamond-esque shape, expanding the amount of the popular front row sunbeds, with more than 300m of poolside and ocean views. An additional six luxury cabanas have also been added, featuring private plunge pools and a secluded lounging space, with two of these designed for large group bookings – able to accommodate up to 20 people in one cabana (with the option to extend to neighbouring cabanas).

WHITE Beach & Pool packages / information

- General Admission: AED 500
- Bronze: AED 3,000 for a table up to 4 people
- Silver: AED 6,000 for a table up to 6 people
- Gold: AED 10,000 for a table up to 10 people
- Platinum: AED 25,000 for a table up to 10 people
- Age: 21 and over
- Dress code: Beach Glam
- Times: 7:00pm onwards
- Entertainment: Resident DJs from 7:00pm – 11:00pm / Mambo Brothers 11:00pm – 1:00am / CAIRO 1:00am onwards



WHITE Beach Restaurant packages / information

- AED 1,950 ages 14 and above
- Dress code: Elegant

To find out more about WHITE Beach or to make reservations, log onto www.whitebeach.ae or call +971 4 426 0700. Alternatively, check us out on social media @whitebeach

ENDS

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Follow WHITE Beach on Social Media

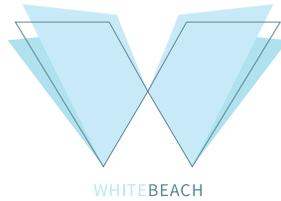
Instagram: @whitebeach #AtlantisThePalm

About WHITE Beach

Located on the sandy shores of Atlantis, The Palm, WHITE Beach is Dubai's most stylish beach club. A dreamy slice of paradise with an in-tune-with-nature ambience, WHITE Beach exudes a rustic simplicity infused with a dose of glamour. After a sleek renovation in 2022, the beach club features not one but two glittering infinity pools, complete with floating beds and uninterrupted views of the Palm Island and city skyline. WHITE Beach is also home to six luxury cabanas, each with a private plunge pool and secluded lounging space. One of the city's most Instagrammed locations, this is barefoot sophistication at its finest, topped off with different award-winning entertainment every week. Offering poolside snacks, signature dishes and unique culinary creations from the Mediterranean and beyond, it's perfect for a spirited catch up with a group of friends. Never has there been a more enticing venue for the day to blend into the night as the feel-good vibe is turned up a notch as the stars begin to light up the sky.

About Atlantis, The Palm, Dubai

Located at the centre of the crescent of The Palm in Dubai, Atlantis, The Palm is the first entertainment resort destination in the region. Opened in September 2008, the unique ocean-themed resort features a variety of marine and entertainment attractions, as well as 22 hectares of waterpark amusement at Atlantis Aquaventure, all within a 46-hectare site. It is home to one of the biggest waterparks in the world and one of the largest open-air marine habitats, with more than 65,000 marine animals in lagoons and displays including The Lost Chambers Aquarium, a



maze of underwater corridors and passageways providing a journey through ancient Atlantis. Aquaventure Waterpark features 23.5 million litres of fresh water used to power 105 thrilling waterslides and attractions, including several world record-breaking slides, and two river rides featuring tidal waves and pools, water rapids and white-water chargers. Dolphin Bay, the unparalleled dolphin conservation and education habitat, and Sea Lion Point were created to provide guests with a once in a lifetime opportunity to learn more about some of nature's most friendly mammals. The resort boasts an impressive collection of luxury boutiques and shops as well as extensive meeting and convention facilities. Atlantis, The Palm is also known as the culinary destination in the region where guests can take their pick from a collection of 35 world-renowned restaurants including the one Michelin star rated Hakkasan and Ossiano, as well as celebrity chef outposts Bread Street Kitchen & Bar by Gordon Ramsay and Nobu. Atlantis is also home to a buzzing nightlife scene with entertainment destination Wavehouse offering something for everyone, while WHITE Beach is the perfect place to unwind with a drink as the sun slips into the Arabian Sea.

About Addmind

Addmind is a privately owned and run hospitality group with a growing portfolio of establishments of restaurants, bars, lounges, beach and night clubs. Addmind was born in 2001 with the opening of its first bar in Downtown Beirut and has since grown into what it is today. The company is still led by Tony Habre, whose determination and hands-on approach has led Addmind to its current position as a pioneer within the Middle Eastern hospitality industry, growing the ever-expanding portfolio to over 22 venues, including star brands: WHITE, IRIS & CLAP.