



EVERYTHING IS COMING UP DAY-SIES AT WHITE BEACH'S BRAND NEW LADIES DAY
Tuesdays are for dreamy Day-Sies, happy beats and free-flowing beverages at WHITE Beach

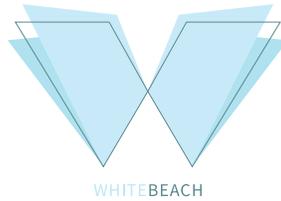
WHITE Beach is inviting the ladies of Dubai to join them under the sun and by the sea for *Day-Sies*. Taking place every Tuesday from 12:00 midday until 17:00 on the silky white, sandy shores of Atlantis, The Palm, guests can get ready for an afternoon of tanning, sipping and grazing – with plenty of entertainment thrown in too.

Ladies can enjoy two packages on the day, the standard package includes unlimited wine and cocktails for just AED 100. Ladies will also be able to avail a 50 percent discount on a specially curated menu. Gentleman are welcome too, with the cost of their AED 200 entrance fee earning them AED 100 credit for food and beverages.

The cuisine at WHITE Restaurant delves deep into the sea with a fresh and innovative line-up starring dishes like sea bass ceviche, sautéed gambas, an immense seafood tower and squid ink risotto. There are also plenty of options for vegetarians including burrata pizzata and cauliflower arancini.

With a soulful soundtrack and daily live entertainment, WHITE's boundary-pushing style and fresh Mediterranean cuisine has fast solidified its reputation as one of the region's most sought-after seaside spots. With Dubai's temperate climes set to stick around for a while, never has there been a better time to indulge in a pool and beach day.

Epitomising bare-foot luxury, WHITE's cool, white-washed décor, dreamy infinity pool, multiple beach areas, and enticing partially-submerged sunbeds, along with its laid-back bohemian vibe, will instantly ease guests into holiday mode, with the option of shaded cabanas, lounge tables and double beds – complete with crocheted parasols. What's more, guests will also be treated to an eclectic array of entertainment in the shape of resident DJs playing a mix of old school classics and cutting-edge tracks. If beach-lovers fancy mixing sun-worshipping with a spot of shopping, the venue caters for that too, with WHITE Beach Boutique featuring a range of unique – and very covetable – products.



As one of Dubai's most Instagrammed locations, ladies have the perfect excuse to dress up accordingly with Day-Sies helping guests to get into the free-wheeling spirit of the 70's and encouraging them to channel boho chic – complete with tumbling, flower-adorned hair...

WHITE Beach

- Date: Every Tuesday
- Time: 12 noon-17.00
- Package with unlimited wine and cocktails: AED 100
- Entrance fee for men: AED 200 with AED 100 redeemable against food and beverages
- 50 percent discount on a specially curated menu

For lounges, tables and cabana bookings, please call +971 55-2004321 or email: whitebeach@atlantisthepalm.com

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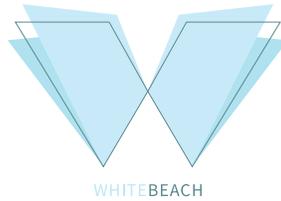
Follow WHITE Beach on Social Media

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#AtlantisThePalm #AWorldAway #ServingTheExtraordinary

About Atlantis, The Palm, Dubai

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Atlantis, The Palm is the first entertainment resort destination in the region and located at the centre of the crescent of The Palm in Dubai. Opened in September 2008, the unique ocean-themed resort features a variety of marine and entertainment attractions, as well as 17 hectares of waterpark amusement at Atlantis Aquaventure, all within a 46-hectare site. It is home to one of the largest open-air marine habitats in the world, with over 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. Atlantis Aquaventure waterpark features 18 million litres of fresh water used to power thrilling waterslides, a 2.3-kilometre river ride with 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 a once in a lifetime opportunity to learn more about one 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 29 world-renowned restaurants including Bread Street Kitchen & Bar, Hakkasan, Nobu, Ronda Locatelli, Seafire Steakhouse & Bar, award-winning underwater restaurant, Ossiano, and traditional Middle Eastern favourite, Ayamna. The nightlife scene at Atlantis is lively, too, with the fun-filled Wavehouse offering something for everyone, and WHITE Beach & Restaurant the perfect place to unwind with a drink as the sun slips into the Arabian Sea.

About WHITE

WHITE has made nightlife history in Dubai as the first high-tech outdoor rooftop. Now in its 6th year, WHITE has gained international recognition by being the first nightclub in the region to have been voted 16th in DJ Mag's Top 100 Clubs. Located at Meydan Racecourse Grandstand, WHITE Dubai is the ultimate go-to party destination offering club goers a night full of energy, thumping music and an overall feel-good vibe. Since opening in 2013, WHITE Dubai has become one of the most innovative, influential and ground-breaking clubbing experiences not only in the Middle East, but also in the world.

With an international lineup, WHITE became a clubbing institution in Beirut.

In 2013, WHITE Dubai saw the light, making nightlife history as the first high-tech outdoor rooftop in the city. Now in its 6th year, WHITE has gained international recognition by being the first nightclub in the region to have been voted 16th in DJ Mag's Top 100 Clubs. Since its opening, WHITE Dubai has become one of the most innovative and influential clubbing experiences not only in the Middle East, but also in the world as its parties got exported internationally.

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.