



Trick or Treating this Halloween at KORUM Mall's Fright Fest

Thane, 29th October, 2014 – KORUM-The Mall for every mood is now all geared up to send chills down your spine this Halloween. A spooky environment created at the mall with Halloween themed activities and a blood-curdling Haunted House built within the mall has set the perfect mood for the trick-or-treat day.

Starting 31st October through 2nd November, Halloween will be celebrated in full swing at the mall with activities for kids like tattoos, games like Mummy Wrap, Pin the Wart on the Witch, etc. On the final day of the 3-day long fright fest will be a fancy dress competition for the kids winners of which will receive exciting prizes from KORUM.

Keyed up and looking forward to the event **Mr. Deva Jyotula, General Manager, Malls**, said, "This is the first time we've decided to celebrate Halloween at KORUM and we are hoping that our customers will enjoy it to the brim. The concept of this festival is very different and fascinating especially for children who will receive a great deal of delicious treats with the trick-or-treat custom. The Haunted House in the mall with make-believe Dracula, witches and bats will be another enthralling factor that is sure to add to the feel of Halloween."

Halloween is celebrated worldwide on the night of 31st October. The word Halloween is a shortening of All Hallows' Evening also known as Hallowe'en or All Hallows' Eve. Traditional activities include trick-or-treating, bonfires, costume parties, visiting "haunted houses" and carving jack-o-lanterns. Irish and Scottish immigrants carried versions of the tradition to North America in the nineteenth century. Other western countries embraced the holiday in the late twentieth century including Ireland, the United States, Canada, Puerto Rico and the United Kingdom as well as of Australia and New Zealand.

About KORUM

KORUM – The mall for every mood, developed by Kalpataru Retail Ventures Pvt Ltd, is located in the heart of Thane. Over the last 5 years, KORUM has emerged as one of the key lifestyle shopping destinations for the people of Thane and the central suburbs of Mumbai. The mall sports over 125-plus prominent brands such as INOX, Westside, Star Bazaar, Reliance Trends, Reliance Digital, @Home, Timezone, Jack & Jones, Nike, Puma, Total Sports, United Colors of Benetton, Fabindia, Jashn, Vero Moda, Louis Philippe, Allen Solly, Mom & Me, Starbucks Coffee, KFC, Panchvati, Kailash Parbat, Urban Tadka and Pop Tates.

KORUM Mall brings international expertise in shopping mall design, world class infrastructure with one of the largest parking accommodation, customer-friendly services and eco-friendly business practices. It is a one-stop destination providing a house full of entertainment, hypermarket, lifestyle, and fine dining – a complete 360 degree mall experience for all.

For further details contact:

*Prabodh Menon – 9769020527
Shameenaaz Patanwala - 7506024004*