

Rashed Al Majed's new DSF 25 Song leaves listeners in AWE

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Musical sensation Rashed Al Majed has received rave reviews from fans after launching a new song created in celebration of the 25th edition of Dubai Shopping Festival (DSF).

Dubai Kawkab Aakhar, which translates to 'Dubai is another planet', was first played during a spectacular Dubai Fountain Show at the DSF Grand Opening when His Highness Sheikh Ahmad bin Mohammed bin Rashid Al Maktoum, Chairman of the Mohammed bin Rashid Al Maktoum Knowledge Foundation set off the celebrations with a click of a button which signaled the start of an incredible laser and light show, a DSF projection on the Burj Khalifa and a fireworks display.

In another DSF first for the milestone 25th edition, the song is a reinterpretation of Rashed Al Majed's signature song Dubai Danat Al Donia which he released for the first edition of DSF in 1996. The words of the song reflect the rich history of Dubai and highlight how it has transformed over the years, welcoming people from all over the world to become a top tourist destination, known for its hospitality and culture.

The song is written by the renowned Emirati poet Anwar Almsheeri, well known for writing the lyrics to a number of songs by Middle East artists, and composed by Bahraini musician Ahmed Al Harmi who has over 40 years of experience and has also worked with many Arab artists.

The song and an accompanying video clip can be viewed on Visit Dubai's YouTube channel <https://www.youtube.com/watch?v=tKdRGsRAskI&feature=youtu.be> under the name "كوكب آخر" or "Dubai Kawkab Aakhar".

For more information, please visit www.mydsf.ae or @DSFSocial, #DSFTurns25 #MyDSF for the latest news, information and events.





About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.