

SILVER WINNER

Best Party Venue of the year



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We Rock The Spectrum[®]
KID'S GYM
 For All Kids - Dubai

We Rock the Spectrum Kid's Gym Dubai, part of an American "Play With Purpose" franchise with playgrounds across the world, has won its second award of the year for Best Party Venue in the emirate.

"I am delighted to win this award. Our parties have been a huge success, as we cater to kids' imagination, creating dreamlike settings in which they can celebrate while learning and having fun simultaneously," says Dr Nashila Farrah Jaffer, owner of We Rock the Spectrum Dubai.

Bringing 17 years of experience in the field of chiropractic treatment, Dr Jaffer brought the Open Play concept to Dubai, in an effort to raise awareness over the importance of movement for the growth and development of children across all age groups. "I came across We Rock the Spectrum Kid's Gym in the US and thought it would be perfect for Dubai as an indoor playground in which children could fulfil their sensory and motor needs while having fun," she says.

"In December 2017, we launched our flagship gym in Jumeirah, next to the Canal, and have had an overwhelmingly positive response. Mums have said they had been waiting for a facility like this for kids because they get a good workout while having fun."

In addition to Open Play, where children can pop into the gym without the need to book in advance, the venue also offers workshops, classes and talks by experts to educate parents on some of the most important topics in child development. The gym's parties have been among its most successful offerings, with parents bringing in their children for themed events. "We Rock the Spectrum Kid's Gym welcomes children as young as one, as we offer everything from swings - to help with spatial awareness and movement - to soft play toys, role play, and arts and crafts to encourage fine motor and social skills," says Dr Jaffer.