Press release

***For review***

***Magical Rainbow Easter Playground in association with 947 comes to Melrose Arch***

***Hop into a Rainbow Easter Weekend from 18 – 21 April 2025***

**Johannesburg, 27 March 2025:** Melrose Archin association with 947 is bringing Easter magic to life with an exciting line-up of activities for families to enjoy. From thrilling games to a whimsical Easter egg hunt, delicious treats, and live entertainment, there's something for everyone to enjoy over the long weekend at Johannesburg’s popular precinct. The unique urban design, interconnectivity, pedestrianized curved streets, and amazing buildings create a vibrant atmosphere that is out of this world and allows for a pleasant stroll, all the way from the Piazza to the Square.

**A Playground of Fun and Adventure**

From Friday 18 to Monday 21 April, little ones can immerse themselves in the Magical Rainbow Easter Playground with Clamber Club on the Melrose Arch Piazza. Designed for children aged 1-10, this play paradise features obstacle courses, soft play areas, ball ponds, face painting, egg-and-spoon races, play dough, a colouring corner, and the chance to meet Jog the Frog.

Spot prizes will be up for grabs throughout the Easter weekend, adding to the excitement. Entry is R70 per hour or R140 per child for unlimited play on Friday, Saturday, and Monday. Special Easter Sunday rates apply at R50 per hour or R100 for unlimited play.

**Follow the Rainbow to an Egg-citing Hunt**

On Easter Sunday, 20 April, from 12pm to 4pm, children can take part in the Magical Rainbow Easter Egg Hunt in association with 947in the Retail Galleria. This area in Melrose Arch features a glass canopy to ensure that, come rain or shine, the bunny fun will continue. With a cast of enchanting characters, including pixies, Betty the Butterfly, bunny helpers, magical fairies, and a talking caterpillar, this is an egg hunt like no other! Tickets are R100 per child, and registration takes place on the Piazza. Book online at www.melrosearch.co.za. In the spirit of the season, this event is open to children under 12 only.

Adding to the festive fun, selected Melrose Arch stores and brands - including Elegance, Exclusive Books, Green Busters, Nom Nom, Omoda Jaecoo, Pret A Manger, Swirl Smashed & Rolled Ice Cream, The Body Shop, Volpes, and Walking Pad - will be part of the celebration, offering easter promotions, treats and surprises along the way. While families are there, popular stores such as Aldo, Forever New, Carol Boyes, @Home, Virgule will be open for shopping, but shoppers are advised to have a look at the Easter trading hours on the Melrose Arch website.

**Easter Delights and Entertainment**

Families can also soak up the atmosphere with al fresco dining at their favourite Melrose Arch restaurants while enjoying live entertainment on the Square. A roaming saxophonist will set the mood on 19 and 20 April from 1pm to 4pm, adding to the splendour of this vibrant setting. Across the precinct, visitors have a range of delicious dining options spanning beloved local and international flavours including from Aduna Bistro, Mr George, Ocean Basket, Restaurante Parreirinha, Rodizio Grill and Tapas.

Finding your way around Melrose Arch couldn’t be easier, with friendly security personal positioned in different spots, to help with directions. Additionally, parking is now ticketless via the Parket system, adding even more convenience.

For further details on Melrose Arch and its facilities, visit <https://melrosearch.co.za/> or follow the precinct on social media: @MelroseArch.

ENDS

**NOTES TO EDITORS:**

Should you wish to request a media ticket for your child/ren to attend the treasure hunt, kindly contact:

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**About Melrose Arch:**

Melrose Arch is proudly owned and managed by the Amdec Group, South Africa’s leading developer of new urban lifestyles. The Group’s mission is to build communities and bring people together by providing built environments that enable the formation of thriving business, residential, social or retirement communities. Amdec’s buildings and public spaces foster enjoyment and social interaction, and enhance quality of life.

Social media:

* Instagram: <https://www.instagram.com/melrosearch/>
* Facebook: <https://www.facebook.com/atmelrosearch>
* Twitter: <https://twitter.com/MelroseArch>
* LinkedIn: <https://www.linkedin.com/company/melrose-arch/>
* TikTok: <https://www.tiktok.com/@melrose_arch?is_from_webapp=1&sender_device=pc>

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