



NEWS RELEASE
For Immediate release

**Alamanda Putrajaya pulls crowd with a host of activities for its
Merdeka Day celebration**

PUTRAJAYA, 25 August 2020 - The Alamanda Shopping Centre (Alamanda) will be hosting a three-week campaign from now until 16 September 2020 to commemorate the 63rd Independence Day on 31 August as well as 57th Malaysia Day on 16 September.

The Merdeka campaign will offer something to shoppers, families and the community starting with the VIKids art contest which ended recently. The theme for the VIKids Art contest is based on the 63rd Merdeka and shoppers at Alamanda will have the chance to choose the winners from the 20 finalists of two age groups: Category 1 (7-9 years old) and Category 2 (10-12 years old).

Alamanda will update shoppers' votes by 10am daily (from 24 August to 13 September 2020) on a screen near to the artwork displays, apart from being published on Facebook and its website. The mall management will finalise the votes by 15 September 2020 and parents of the finalists will be contacted to inform them of their exciting prizes i.e.:

Placement for crayon art contest	Prizes for Category 1 Age 7- 9	Prizes for Category 2 Age 8-12
1 st Prize (x1)	RM500 MPH Vouchers + Certificate + Gold Trophy	RM500 MPH Vouchers + Certificate + Gold Trophy
2 nd Prize (x1)	RM300 MPH Vouchers + Certificate + Silver Trophy	RM300 MPH Vouchers + Certificate + Silver Trophy
3 rd Prize (x1)	RM200 MPH Vouchers + Certificate + Silver Trophy	RM200 MPH Vouchers + Certificate + Silver Trophy
Consolation Prizes	17 Prizes: RM50 MPH voucher	17 Prizes: RM50 MPH voucher

To inject some spirit of unity during the Merdeka celebrations, Alamanda will be raising funds amounting to RM10,000 to purchase teatime snacks for staff and medical frontliners of a government hospital in Putrajaya. Each time a shopper redeems a limited-edition Merdeka T-shirt and vote for the VIKids art contest, Alamanda will donate RM10 to the “Tribute Fund” for the benefit of the frontliners.

To get the exclusive T-shirt, a shopper only needs to spend at least RM500 in not more than 3 receipts at any Alamanda specialty store from 24 August to 16 September 2020. Redemption must be made on the day of purchase, while stocks last.

To make the gesture even more meaningful, every shopper who have voted may also sign their names on an A2-sized “Thank you Greeting Card” to be delivered to the hospital together with the teatime snacks.

Andrew Brien, CEO of Suria KLCC Sdn Bhd said, “For this year’s Merdeka celebration, Alamanda has decided to provide a blend of distinctly Malaysian elements that come together to lend the right vibe, while ensuring the safety of shoppers as we embrace the theme of Malaysia Prihatin which emphasises the spirit of patriotism, unity and love for the country.”

Shoppers who redeem the exclusive T-shirt and vote on weekdays (Monday - Thursday, excluding public holidays) also stand a chance to win RM200 worth of MPH cash vouchers through our Weekday Lucky Bonus (24 August - 10 September). A total of three MPH cash vouchers, each worth RM200 will be offered through lucky draws conducted at 3pm on 11 September 2020. Winners will be notified to collect their prizes on 16 September 2020.

Customers and shoppers can enjoy amazing Merdeka Celebration decorations decked in glitzy decorations befitting the theme of the month. For example, there will be a huge backdrop to facilitate photo taking, with the artwork designed to evoke reflections on what it means to love Malaysia. On Fridays, Saturdays, Sundays as well as Public Holidays, Alamanda will be also be playing patriotic songs to create the right mood as the nation remembers this significant month.

As an added treat, the mall will also be giving away 1,000 packs of nasi lemak on 31 August (Merdeka) and 16 September (Malaysia Day) for shoppers who wear any of Alamanda’s limited edition Merdeka T-shirts.

Visitors to Alamanda need not worry about safety and hygiene as the mall observes best practices when it comes to sanitisation and cleaning, other than strict adherence to SOPs related to physical distancing, temperature checks, and mask wearing, among others. More can be found at www.alamanda.com.my and www.facebook.com/AlamandaShoppingCentre

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About Alamanda Shopping Centre

Alamanda Shopping Centre is owned by Putrajaya Holdings Sdn Bhd and managed by Suria KLCC Sdn Bhd with total gross floor area of 1,056,000 sq. ft and nett lettable area of 638,952 sq ft. For the convenience of about 12 million shoppers who frequent the mall annually, there are two dedicated car park buildings with approximately 3,000 car park bays, amenities for the disabled, two rooms for parents as well as prayer room. The concept behind Alamanda is simple; a shopper's paradise, right in the heart of Putrajaya.

This lifestyle shopping centre has a variety of shops, restaurants, bowling alleys, food court and cinema. The mall also features travelator within a shopping complex that connects retail outlets and provides access directly to car parks. Another feature is its unique two-level design that allows even distribution and smooth flow of shoppers within its well-spaced premises.

For media enquiries, please contact:

Sherina Khairi

Manager, PR & Communications

Suria KLCC Sdn Bhd

Tel: +603 2382 3434

Mobile: +6012 204 1286

Email: sherina.khairi@suriaklcc.com.my