

fahrenheit⁸⁸

PRESS RELEASE
FOR IMMEDIATE RELEASE

FAHRENHEIT88 USHERS IN YEAR OF OX WITH “A BLESSED MOO YEAR”



Kuala Lumpur, Monday, 18 January 2020 – As we enter into the new year, Malaysians are looking forward to a healthier, happier and more prosperous Year of the Ox. In the spirit of keeping traditions alive in the new normal, Fahrenheit88 welcomes “**A Blessed Moo Year**” this Chinese New Year. From now until 28 February 2021, Fahrenheit88 is decked in shades of red and pink with cherry blossoms, symbolizing longevity, spring and the renewal of life.



From 26 January, the **Moo Moo Market**, Level 2 features **Midorie** and marketplace **BeLokal** selling local artisan products. From 27 January, shoppers may redeem a **Bonus Gold Nugget** with a min. spend of RM188 in a single receipt. Alongside Chinese tradition of ang pow gifting, a pack of exclusive **Ang Pow** may also be redeemed with a min. spend of RM88 in a single receipt.

To satisfy cravings this blessed moo year, enjoy beef-y deals including delicious the Beef Shawarma Platter from **Al-Amar Express** or the delectable Roast Beef Sandwich from **Connoisseur Café**, both starting at only RM15!



From now until 28 February 2021, follow Fahrenheit88's Facebook page and join the **Chinese New Year Style** social contest to win exciting prizes! Post your best CNY #OOTD, to be one of five winners. As Valentine's Day is approaching, it is time to heat things up! From now until 23 February 2021, show some love and share a cheeky couple photo at Fahrenheit88's **Hearts Garden** display, Level 1 for a chance to win a 2D1N staycation at Banyan Tree Kuala Lumpur worth RM600!

For more information on **A Blessed Moo Year**, visit Fahrenheit88's Facebook page at <https://www.facebook.com/Fahrenheit88/>, Instagram account at <https://www.instagram.com/fahrenheit88/> or contact Fahrenheit88 Customer Service at 03-2148 5488.

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About Fahrenheit88

Embrace a new shopping experience at Fahrenheit88, Kuala Lumpur's vibrant and iconic shopping destination strategically located in Jalan Bukit Bintang. Fahrenheit88 introduces an environment offering shopping, entertainment and dining, by housing an exciting mix of international, regional and home-grown brands.

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