



**PRESS RELEASE
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BBKLCC Tourism Association Brings Jubilant Festivities to the Shopping Paradise of Bukit Bintang and KLCC

KUALA LUMPUR, 11 SEPTEMBER 2020 – Get into the celebratory spirit this September, as Bukit Bintang-KLCC (BBKLCC) Tourism Association invites you to the dynamic celebrations and rewarding shopping experiences at the bustling shopping districts of Bukit Bintang and KLCC.

As part of the efforts in bringing visitors back to the Golden Triangle, the association collaborates with Shopping Secretariat Malaysia (SSM) in support of Tourism Malaysia; which sees member malls including Pavilion KL and Fahrenheit88 presenting shoppers with a galore of rewards and cash vouchers for shopping and dining to celebrate the momentous occasion. Member retailers such as The Melium Group, Royal Selangor, The Body Shop, Tomei, and many more are also offering additional cash and dining vouchers.

“The celebration is timely as the objective is to support and elevate the shopping economy with cash vouchers and rewards for shoppers to enjoy. Post MCO, it has been challenging for malls and retailers in the Bukit Bintang and KLCC Malls as there were no international tourists. Though the profile of shoppers has changed to locals, malls have been working hard to welcome them back. We believe by adding value to their shopping and dining experiences, this will complement the Malaysia Sale campaign which was launched recently by the Ministry of Domestic Trade and Consumer Affairs,” shared BBKLCC Chairman, Joseph Yeoh.

In addition to the cash voucher rewards, shoppers who are looking to experience the many cultures of our multicultural nation are in for a treat. Over at the iconic Pavilion KL, shoppers can illuminate their Mid-Autumn festivities with a plethora of activities and fairs. For those who would like to discover batik-making first-hand, head on over to the trendy Fahrenheit88. With many happenings across the member malls, the streets of Bukit Bintang are nothing short of excitement this season.

Aside from activities and happenings, luxury brands at Pavilion KL are also extending their End of Season Sale to August and September 2020 to take advantage of the Hari Malaysia public holiday.

“As the Hari Malaysia celebration is just around the corner, take this opportunity to spend time with your loved ones and enjoy a memorable shopping and dining experience. The people’s support to our local retail industry is crucial, now more than ever, as each and every one of us plays an important role in increasing our GDP to propel the economy forward,” Yeoh added.

In the coming months, BBKLCC Tourism Association is set to welcome more thrilling celebrations and festivities to the thriving Bukit Bintang and KLCC areas as well as continuously providing safe and rewarding shopping experiences to all.

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BBKLCC MALLS MERDEKA REWARDS AND SPECIALS

Pavilion KL

- **Hari Malaysia Bonanza** (9 – 16 September 2020)
Spend RM200 in a single receipt at specialty stores to redeem a F&B cash voucher.

Fahrenheit88

BBKLCC Merdeka Bonanza (15 August 2020 – 16 September 2020)

- **63 Lucky Spend & Win**
Spend RM63 in a single receipt and stand a chance to be one of the lucky 63 winners to win prizes worth up to RM20,000.
- **Snap & Win**
Strike your best pose in your outfit inspired by your favourite fashionista and upload in the comment box on Fahrenheit88's Facebook with the hashtag #F88fashionista. Stand a chance to be one of the five lucky winners to win a prize worth RM200.
- **Claw To Win**
Free Claw To Win for exciting shopping vouchers at the Entrance Lobby, Ground Floor
- **Spin A Win**
Free Spin A Win for exciting shopping vouchers and goodie bags at the 2nd Floor.