

FOR IMMEDIATE RELEASE

## CHARGING INTO THE YEAR OF THE BULL WITH PAVILION REIT MALLS



**KUALA LUMPUR, 18 JANUARY 2021** – With the Year of the Bull around the corner, Malaysians are ready to charge into the new year with hopes that it will bring more luck, prosperity and good health.

### Pavilion Kuala Lumpur



*Christopher Wong Hong Wai, Chief Operating Officer of Malaysia Book of Records, presenting the Malaysia Book of Records certificate to Dato' Joyce Yap, Chief Executive Officer (Retail) of Pavilion REIT Malls.*

Pavilion Kuala Lumpur, Malaysia's premier shopping destination, presents the **'Biggest Golden Bull'** in Malaysia, measuring at 15ft (h) x 16ft (w), making its mark once again in the Malaysia Book of Records. The Biggest Golden Bull in Malaysia with gold-plated sparkling eyes, bestows abundance of blessings and prosperity to the nation. It is an icon of strength and represents the bull stamping out Covid-19, leading us into a healthy, prosperous and auspicious 2021. Shoppers can admire the Golden Bull on the rotating stage at Pavilion KL's Centre Court until 28 February.



*Cherry blossoms and festive lanterns symbolise a time of renewal and good luck in the Year of the Bull.*

Themed **'Blessings of Prosperity'**, Pavilion KL's Chinese New Year campaign also features opulent lanterns hanging over Centre Court with blessings of health, prosperity and happiness. On the ground, lush blooming cherry blossom trees frame numerous photo opportunities and booths selling traditional CNY hampers, cookies and sweets by Pavilion Hotel, Taimal Herbs & Medicine, Hong Kong Hang Heung, Grand Harbour, Dai Cha Dim, Maison, Tealicious, Cheaw Sifu Dragon Beard Candy and myEureka Snack, all of whom are open throughout the Movement Control Order (MCO). Further along, the Spanish Steps are flanked by majestic prosperity pillars and at the Main Entrance, 180 auspicious lanterns welcome shoppers.

### **Da Men USJ**



*Da Men USJ presents 'Whirls of Happiness' with giant pinwheels and colourful décor this Chinese New Year*

Da Men greets shoppers with colourful 'Whirls of Happiness' this Chinese New Year, with pinwheels symbolizing the turning of one's luck and swirls of abundant blessings. From a 20-foot God of Prosperity at the Main Entrance, to the chance to write wishes on pinwheel blessing papers to toss at Da Men's Tree of Blessings, Ground Floor, Da Men is full of the special new year ambience.



*Redeem exclusive Da Men USJ angpau packets*

While shopping for essentials at Da Men, redeem exclusive Da Men angpau packets with RM88 spent in a single receipt; and a limited-edition Beryl's chocolate when you spend RM128 in a single receipt (for Jaya Grocer shoppers, the qualifier stands at RM168). Don't miss the chance to win shopping vouchers and staycation packages at 5-star hotels with Da Men's **Top Spenders Contest** – be sure to submit your entry at the Information Counter, Ground Floor to participate.

Interact with Da Men on [Facebook Live](#) where stores and influencers present exciting Chinese New Year content and give away exciting prizes such as cash vouchers and more!

### **Intermark Mall**



*Intermark Mall presents 'Ox-spicious Blossoms' inspired by ancient traditional Chinese art of calligraphy this Chinese New Year*

Filled with '**Ox-spicious Blossoms**', Intermark Mall shines the spotlight on the Chinese tradition of calligraphy, collaborating with **award-winning artist Tee Ying Jie** from INTI Centre of Art and Designs to create auspicious wishes that are hung on the mall's lavish cherry blossom trees. One of the top calligraphy artists in Malaysia, Tee presents his work at the **Chinese Calligraphy Art Exhibition** located on the Ground and First Floors.

Intermark Mall's '**Augmented Reality Ox Comes Alive**' enables shoppers to snap their Chinese New Year photos with a virtual life-sized Ox. Scan the QR code and get creative with your snapshots for a chance to win prizes.

Shoppers who spend RM100 and above in a single receipt will receive an exclusive angpau packet. With RM388 and above spent in a single receipt, shoppers will redeem an angpau packet and dining vouchers worth RM50. Furthermore, with a purchase of Yee Sang from participating restaurants opened throughout MCO for takeaways, as per the government-issued guidelines and standard operating procedure, shoppers will receive a pair of exclusive golden chopsticks.

Pavilion REIT Malls keeps the health and safety of our shoppers, tenants and employees a top priority, and is compliant to the MCO guidelines issued by the Ministry of International Trade and Industry (MITI).

For further information on store openings, promotions and updates, please visit the following pages:

- Pavillion Kuala Lumpur: [Website](#), [Facebook](#), [Instagram](#), [Twitter](#)
- Da Men USJ: [Website](#), [Facebook](#), [Instagram](#)
- Intermark Mall: [Website](#), [Facebook](#), [Instagram](#)

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#### **About Pavilion REIT malls**

Pavilion Real Estate Investment Trust ('Pavilion REIT') is one of the largest retail concentrated REIT in Malaysia. Its assets include Pavilion Kuala Lumpur, Intermark Mall and Da Men Mall.

#### **About Pavilion Kuala Lumpur**

Pavilion Kuala Lumpur is an award-winning, world-class mixed-use urban development located in the heart of Bukit Bintang, the shopping district of Malaysia. Pavilion Kuala Lumpur blends the best of the international and local retail world with over 700 stores and eight themed precincts. This premier shopping destination is a duty-free shopping paradise and the defining authority in fashion, dining and urban leisure. Visit [www.pavilion-kl.com](http://www.pavilion-kl.com) for updates on the latest trends, offers and events.

#### **About Intermark Mall**

Nestled in the heart of Kuala Lumpur, Intermark Mall boasts a lifestyle experience of shopping, dining and leisure, where life and recreation converge. With six floors of retail experience and over 70 retailers, the mall presents a wide array of dedicated shopping and dining options along with amenities catered to urbanites. The mall services are elevated with premium valet parking, exclusive tourist privileges and first-rate customer service to accommodate the needs of shoppers. As a service-centric destination, Intermark Mall is seamlessly connected to the 5-star DoubleTree by Hilton Hotel and Grade A offices at Vista and Integra Towers.

#### **About Da Men USJ**

Located in the heart of USJ, Da Men is positioned as a community-friendly mall, engaging and bringing together the community of Subang Jaya and beyond as a hub for student creativity, charity events, family-friendly activities and festive celebrations throughout the year. With over 150 stores, Da Men USJ is a great value destination for shopping and dining experiences, featuring a wide array of cuisines at Food Arcade and New Nanyang Food Street.

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