



## NEWS RELEASE

For Immediate release

### MESRA MALL REWARDS SHOPPERS WHILE PROMOTING ACTIVE LIFESTYLE

**Kerteh, Terengganu, 12 November 2020** – For the first time ever, Mesra Mall will be offering not just a lucky draw, but one with a difference.

By that, the premium mall in Terengganu is offering not just shopping vouchers, but something that fits right into the current craze around Kerteh and Kemaman.

Called “Spend & Be Lucky”, the 28-day campaign ends on 28 November 2020.

The redemption campaign allows shoppers who spend a minimum of RM250 and above in two receipts or more to redeem RM30 Mesra Mall vouchers, while stocks last, and subject to terms and conditions. Spending must be made in any specialty store, excluding TMC, TGV, U-Bowl & U-Sport.

Those who manage to hit more than RM500 in two receipts (or more) will also be eligible to participate in a lucky draw that offers **four mountain bikes** as the grand prize.

“The reason we are offering mountain bike as top prize is because cycling has become the latest ‘in thing’ around here. There has been an explosion of cycling activities among the residents here, be they young or old,” said Andrew Brien, CEO of Suria KLCC Sdn Bhd.

A casual survey of the roads around the neighbourhood showed that the number of recreational cyclists is increasing by the day, proving that Mesra Mall is on the right track in its selection of the grand prize.

“By offering a premium bicycle as the grand prize, we hope to encourage even more people to join in this healthy, wholesome activity that is increasingly taken seriously, as seen from the many cycling competitions,” added Brien.

The draw for the top prize will be done at 1.00pm on 30 November 2020 at the Centre Court. The four lucky winners will be invited to attend the prize giving ceremony at 2.00pm on 5 December 2020, an event where all SOPs to fight Covid-19 will be strictly observed.

Preventive measures are also in force even before the draw ceremony. Throughout the campaign period, the bicycles on display will be frequently sanitised, along with other high-touch surfaces.

The draw selection and prize giving will be also be broadcast live via FB, and the names of winners will be posted on our social media platforms. For details, please visit [www.mesramall.com](http://www.mesramall.com) / [www.facebook.com/MyMesraMall](https://www.facebook.com/MyMesraMall)

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### **About Mesra Mall**

Located in Kemasik, Terengganu, Mesra Mall is a must-visit shopping destination on the East Coast of Malaysia. A modern complex of over 310,000 square feet, it houses an impressive retail mix of local and global brands that makes it the one-stop centre for shopping, banking, dining, leisure and entertainment. The Mall is also complemented by a 16,000 square feet multi-purpose hall, the largest in a 50km radius, ideal for hosting exhibitions, banquets catering to 800 guests, and marketing events.

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