



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

BBKLCC Tourism Association Welcomes You to the Shopping Paradise of Bukit Bintang and KLCC

KUALA LUMPUR, 28 AUGUST 2020 – Be prepared for a rewarding shopping experience this Merdeka and Hari Malaysia celebration month, as Bukit Bintang-KLCC (BBKLCC) Tourism Association ramps up efforts to bring visitors back to the bustling shopping districts of Bukit Bintang and KLCC.

Collaborating with Shopping Secretariat Malaysia (SSM) in support of Tourism Malaysia, member malls including Pavilion KL, Fahrenheit88, Lot 10, Plaza Low Yat, Sungei Wang Plaza and Suria KLCC are presenting shoppers with a galore of rewards and cash vouchers for shopping and dining during the celebration month. Member retailers such as The Melium Group, Royal Selangor, The Body Shop, Tomei, Congkak, Roberto Coin and many more are also offering additional cash and dining vouchers to increase the shopping spend and activities.

“The celebration is timely as the objective is to support and elevate the shopping economy with RM500,000 worth of cash vouchers 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 have changed to locals, malls have been working hard to welcome back 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 this Merdeka celebration month, shoppers can experience a range of activities and happenings at participating BBKLCC malls. Over at the iconic Pavilion KL, shoppers and visitors are invited to showcase their artistic flair and national pride in commemorating Malaysia’s Independence Day at the Unity Canvas. For those who fancy cultural experiences, head over to the trendy Fahrenheit88 to discover batik-making first-hand while indulging in the Merdeka

Bonanza. Shoppers can also try their luck by participating in the “Shop and Win” at Plaza Low Yat’s Merdeka Shopping Fiesta. With many happenings across the member malls, the streets of Bukit Bintang are nothing short of excitement this season.

Aside from activities and happenings, participating BBKLCC malls are also packed with great discounts, promotions even free car park with spend. Retailers are offering discounts up to 50% and more on selected items while Luxury brands at Pavilion KL and Suria KLCC are also extending their End of Season Sale to August and September 2020 to take advantage of the Merdeka and Hari Malaysia public holidays.

“As the Merdeka 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.

- End -

Images are available here: [Download](#)

For media enquiries, please contact:

Priority Communications PR Sdn Bhd (+60-3) 7954 5336

Amelyn Ang, amelyn@priority.net.my

Lizzie Chan, lizzie@priority.net.my

Kevin Loh, kevin@priority.net.my

BBKLCC Tourism Association

Jessie, info@bklccmalaysia.com

BBKLCC MALLS MERDEKA REWARDS AND SPECIALS

Pavilion KL

- **Merdeka Bonanza**
With 200 daily giveaways and Star Prizes to be won, spend a minimum of RM500 in a single receipt at specialty stores and stand a chance to win attractive prizes ranging from smartphones, tablets, LED televisions and more.
- **BBLKCC Happy Bonanza (18 – 31 August 2020)**
Spend RM200 in a single receipt and you will be rewarded with F&B cash/gift vouchers and free 2-hour car park. Over RM40,000 worth of rewards and gifts to be redeemed!
- Post a picture or video of your happy shopping experience on Instagram with the hashtag #PAVILIONKLHAPPYBONANZA and the lucky winner will be featured on the Elite LED screen.

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.

Lot 10 Shopping Mall

- **Merdeka Shopping Fiesta 2020 @ Bukit Bintang with Miss SHOPia (8 - 31 August 2020)**
Free RM50 vouchers with a minimum spend of RM50 (maximum of 2 combined receipts) at any outlet in Lot 10. Limited to 3 redemptions per shopper per day.
- **August RM10 Car Park Promotion**
Enter between 7am – 10am and exit between 4.30pm – 8pm on the same day for only RM10. This promotion is only applicable on weekdays, excluding public holidays.

Plaza Low Yat

- **Miss SHOPhia Merdeka Shopping Fiesta**
Lucky Draw (1 August 2020 – 31 August 2020)
Stand a chance to win prizes worth up to RM17,000 by:
Spending a minimum of RM300 in a single or maximum of two accumulative receipts from any IT related outlet(s) in Plaza Low Yat.

Or

Spend a minimum of RM150 in a single or maximum of two accumulative receipts from any F&B and non-IT outlet(s) in Plaza Low Yat during the promotion period and collect the “Lucky Draw” entry form from the Information Counter at Ground Floor Concourse Area.

- Food Fiesta @ Kontiki (1 August – 16 September)
Shop and spend at either Plaza Low Yat or Sungei Wang Plaza from 1 August to 16 September 2020, and present your original shopping receipt at Kontiki Restaurant @ The Federal Kuala Lumpur to enjoy any of the following offers.

TIKI BBQ SEAFOOD DINNER

Fridays & Saturdays, 6.30pm to 9.30pm
RM63 nett/adult
RM43 nett/senior citizen*
RM33 nett/child*

TIKI WEEKEND HI-TEA

Saturdays & Sundays, 12.30pm to 4pm
RM63 nett/adult
RM43 nett/senior citizen*
RM33 nett/child*

TIKI BUFFET LUNCH

Fridays, 12 noon to 2.30pm
RM63 nett/adult
RM43 nett/senior citizen*
RM33 nett/child*

COFFEE/TEA WITH SLICE OF CAKE @ THE VERANDAH

Daily, 4pm to 9pm
RM6.30 nett/order

*Terms and conditions apply

- Free parking for first 2 hours with any purchase.

Sungei Wang Plaza

- **Miss SHOPhia Merdeka Shopping Fiesta**
Food Fiesta @ Kontiki (1 August – 16 September)
Shop and spend at either Plaza Low Yat or Sungei Wang Plaza from 1 August to 16 September 2020, and present your original shopping receipt at Kontiki Restaurant @ The Federal Kuala Lumpur to enjoy any of the following offers.

TIKI BBQ SEAFOOD DINNER

Fridays & Saturdays, 6.30pm to 9.30pm
RM63 nett/adult
RM43 nett/senior citizen*
RM33 nett/child*

TIKI WEEKEND HI-TEA

Saturdays & Sundays, 12.30pm to 4pm
RM63 nett/adult
RM43 nett/senior citizen*
RM33 nett/child*

TIKI BUFFET LUNCH

Fridays, 12 noon to 2.30pm
RM63 nett/adult
RM43 nett/senior citizen*
RM33 nett/child*

**COFFEE/TEA WITH SLICE OF CAKE @
THE VERANDAH**

Daily, 4pm to 9pm
RM6.30 nett/order

*Terms and conditions apply

- **Malaysia Super Shopper** (26 August 2020 – 31 August 2020)
Choose and wear any of their selected costumes and shop in Sungei Wang Plaza's outlets to redeem cash vouchers up to RM200.
- **Jom! Hi-Tea Program** (Ends 30 September 2020)
Spend RM10 in a single receipt at any F&B outlet in Sungei Wang Plaza to get one stamp. Collect 5 stamps to get one lucky spin in the app on Sungei Wang Plaza's Facebook page to see which food voucher you will win.

Suria KLCC

- **Complimentary Shopping Vouchers** (7 August 2020 – 6 September 2020)
Visit the Concierge from 5pm to 8pm to receive a Suria KLCC RM50 shopping voucher (limited to 50 shoppers a day) or RM10 dining voucher (limited to 100 shoppers a day), valid for selected specialty stores and F&B outlets.
- **Parking Rebate** (7 August 2020 – 6 September 2020)
Spend any amount at any specialty store to receive a RM10 parking rebate (limited to 100 shoppers per day)