



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **SHOPPING WITH PANACHE AT THE 1MALAYSIA GP SALE 2014**

**KUALA LUMPUR, 15 March 2014:** The Visit Malaysia Year (VMY) 2014 campaign has kicked off with a wide variety of exciting offerings for those in search of fantastic multicultural experiences in tropical Malaysia.

Now that March is here, be sure not to miss the national 'shop till you drop' sale carnival, better known as the 1Malaysia Grand Prix Sale, which is held in conjunction with the annual Formula 1 Petronas Malaysia Grand Prix.

Bear in mind that the Race is just the tip of the iceberg – there is a fabulous spread of varied events to be explored!

### **KLANG VALLEY HIGHLIGHTS:**

Klang Valley is where the heat of the Race will be felt most. What better way to relax and cool down than with a soothing retail therapy? Check out the shopping highlights in the vibrant capital city of Kuala Lumpur.

### **Petronas**

The Formula 1 Petronas Malaysia Grand Prix Showcase will commence for nine days from 22 March at the Concourse, Suria KLCC. Various motorsport exhibits as well as promotional and merchandising activities will be organised.

On Sunday, 23 March, Petronas will set the streets blazing with a Motorsports Demo Run within the KLCC vicinity. Experience adrenaline rush and 'out of this world' high- octane action. Fancy meeting Nico Rosberg and Lewis Hamilton? Do it at the Meet-the-Fan Session with Mercedes AMG Petronas Formula 1 Team Drivers on Wednesday, 26 March.

Twin Towers@Live, the biggest free-for-public live concert in Malaysia is set to take place at the base of the iconic Petronas Twin Towers on Friday, 28 March. What a perfect finish to the roaring energy of the F1 Grand Prix!

### **Central Market Kuala Lumpur**

A leading arts and culture centre in the city. Central Market Kuala Lumpur invites you to experience colourful traditional dance performances at 9pm every Monday to Thursday from 15 March to 6 April at the Central Market Outdoor Stage. Watch also exotic martial arts demonstrations every Sunday throughout the sale period; and delicate pottery crafting and batik drawing by experts from 17 to 23 March.



**MALAYSIA TOURISM PROMOTION BOARD**  
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### **Sungei Wang Plaza**

Sungei Wang Plaza is a mall with superb buys for a fraction of the usual price. A total of five flight tickets for any of the three destinations; Australia, China and Japan will be given away in the Shop & Fly Lucky Draw to lucky shoppers who spend RM100 and above in accumulated receipts on the same day. Under the Shop & Redeem promotion, shoppers who spend RM100 and above in accumulated receipts can take home a cool shoe pouch and foldable bag, or trendy water tumbler and cup set.

### **Suria KLCC**

Through the sale period, the 1Malaysia Grand Prix Sale Promotion brings great treats to its shoppers. Spend RM500 in a maximum of two accumulated receipts to get a free tote bag. Top 5 spenders can look forward to a golden opportunity of meeting the F1 Drivers in person between 15 and 23 March. On the weekend of 22 and 23 March, those who spend a minimum of RM3000 in two accumulated receipts will get two tickets to rock away at the Twin Towers@Live concert. (Limited to first 10 weekend shoppers only).

### **Berjaya Times Square**

With a minimum of RM80 spent in one same-day receipt from 15 March to 30 April, shoppers will be allowed a photography session (up to 6 people for 1 photo) at the exclusive First Ames Room. In the 'Pose and Win' contest running from 24 March to 30 April, shoppers need to search for their photos posted on Berjaya Times Square's Facebook page in order to join the contest and win prizes.

### **Fahrenheit 88**

Get your 'Formula to Fashion' at this funky mall. Free Mall Privilege Cards and Tourist Privilege Cards that provide better discounts and enhance your shopping experience here. A free mystery gift awaits those who spend RM150 in a single receipt throughout the sale period, offered as a BBKLCC Tourist Exclusive. Free shopping vouchers will also be offered to spenders of RM150 in a maximum of two accumulated receipts or RM300 in a single receipt at Brands Outlet or UNIQLO.

### **Pavilion KL**

Shop at Pavilion Kuala Lumpur between 15 March and 6 April for great spring looks and makeover. For F1 Grand Prix enthusiasts, the GP race live telecast and opportunity to meet F1 drivers will be major highlights. Do not miss the exclusive Caterham F1 Team's exhibition of race cars and merchandise.

### **SOGO Departmental Store**

SOGO Departmental Store opens the doors to an affordable shopping haven. With a minimum spending of RM400 (S Card Members) and RM500 (non-members) in a single receipt, the first 50 shoppers will receive an elegant Rosy Rose Clutch Bag between 21 March and 6 April. Look out too for a special rebate of RM10 with every RM100 spent on a cosmetics or fragrance brand.



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### **Mid Valley Megamall**

This mall is popular amongst shoppers not only for its retail assortments, but also for its fairs and events. This time the theme 'Beautiful Ocean Campaign' invites visitors to participate in fun activities and learn more about marine conservation. Bring along an empty recyclable plastic cosmetic container before 30 March to get a free gift from Origins. An exclusive Beautiful Ocean Tee is all yours with RM300 spent in a single receipt at a specialty store.

### **Sunway Pyramid**

Throughout the sale season, shoppers who spend RM500 in two receipts will receive mystery gifts! Look out for the 'Game On' contest where more prizes and shopping vouchers await those who spend RM250 in a single receipt.

### **BEYOND KLANG VALLEY:**

Though a far distance from the race tracks of the Sepang International Circuit, these places join in the celebration and welcome shoppers for some fun-filled retail therapy:

### **Gurney Plaza Penang**

In conjunction with Earth Hour celebrations, Origins Top Spender Rewards held at Gurney Plaza kicks off the event. Thirty shoppers with the highest spending in a single receipt by 31 March will win an Origin's Favourite worth RM360.00.

### **Johor Bahru City Square**

Mid-term school holidays are fast approaching. For kids below 12 years, a colouring contest will be held on 29 March. A line up of wonderful prizes waits to be won along with exciting promotions and bargains.

### **Cityone Megamall Kuching**

For those on the lookout for lucky draws, drop by between 15 March and 31 May for the 'Shop to Win Contest'. Spend a minimum of RM500 in a single receipt at the mall to participate in the Lucky Draw and be in the running for the Grand Prize. Another contest, the 'Spin and Win' requires shoppers to spend RM150 to be entitled for a chance at a Lucky Draw where ADIDAS Shopping Vouchers worth RM10,000 await. The promotion ends on 31 March.

If it's time for a new notebook, check out the Toshiba Concept store which will be promoting its notebooks from 15 March till 6 April. The Toshiba Notebooks come with up to 20 different free accessories.

### **Suria Sabah Shopping Mall**

From 14 to 24 March, two major events will be taking place at the Ground Floor. Look out for Toyota's Roadshow featuring its latest models. If you're looking for a new house, do visit the Tropicana Landmark Roadshow with its exclusive series of condominiums.



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Without doubt, the Malaysian Shopping Experience is pure indulgence at its best. Mark 15 March as a day to be at the Sunway Pyramid Mall and witness the grand launch of the 1MGP Sale 2014 at the LG2 Orange Concourse. Colourful cultural dances, buskers entertainment, guitar and song performances by popular local artistes, an elegant fashion show and the star highlight- a display of a series of the sharp and sporty Lotus Supercars are in store for those who make it to this fabulous mall.

F1 fans watch out! The recently launched Petronas Formula 1 Grand Prix campaign also kicked off a four-series roadshow beginning with the Pavilion Kuala Lumpur, Queensbay Mall in Penang, Johor Bahru, and Sunway Pyramid in Selangor. The roadshows bring motorsports and F1 fans in particular, a string of activities built around the excitement of the Formula 1 event. The F1 Simulator Challenge that is open to all F1 ticket holders promises to engage the interest of all sporting fans. Ten drivers with the fastest time laps at each venue will qualify for a grand finale run at the Sepang International Circuit on 29 March. The grand prize? A brand new Nissan Almera NISMO worth RM92, 000!

Get ready to make the most of the huge array of reasonably priced retail offerings. Be the early bird and head to the 1MGP Sale 2014 carnival to grab the best of what's on offer. Happy shopping!

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For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

**MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA** is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

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