



## MEDIA RELEASE

### THE ALL NEW ..... MALAYSIA SAVINGS SALE!

The year-end festivities begin in November with the all new **Malaysia Savings Sale 2008** or MSS – a much anticipated shopping event in the country. Previously known as the *Malaysia Year-End Sale*, this year's shopping extravaganza will commence from **29 November 2008 to 4 January 2009**, presenting shopaholics with **37 days** of fantabulous retail therapy, great dining experience and fun entertainment.

The Sale is held at an opportune time as the whole population of the country begins their shopping activities in anticipation of the Christmas and New Year celebrations and the new school year. MSS as the name suggests, provides tourists and locals alike with an opportunity to '**shop and save**' as most items from apparels, accessories and home décor to holiday packages as well as leisure and dining activities will be on offer at discounted prices throughout the sale period.

To kick-start the whole event, a press conference and soft launch of the new name and logo of the sale will be held on **23 October 2008** at **The Gardens Mid Valley**. The MSS press conference will be graced by the **YAB Dato' Sri Najib Bin Tun Abdul Razak, Deputy Prime Minister** of Malaysia and **YB Dato' Sri Azalina Dato' Othman Said**, the Minister of Tourism. In attendance will be the Secretary General of Ministry of Tourism **YBhg Dato' Dr. Ong Hong Peng**, Acting Director General of Tourism Malaysia, **YBrs Mr. Amirrudin Abu, Mr. Tony Mariadass**, General Manager of Shopping

Malaysia Secretariat and **Mr. Jim Cheah**, the Vice President & Senior Country Manager Malaysia & Brunei. During the event, the VVIPs will launch the brand new MSS logo and announce the numerous activities and promotional exercises that will take place during the month-long event.

The new MSS logo carries a 'bar code' that one usually associates with products and shopping. It is an international symbol recognised by everyone worldwide. This brainchild of YB Dato' Sri Azalina and the new name for the sale reflect the aim of the Malaysian government in encouraging people to "shop during the Sale period, taking advantage of the bargains, promotions and discounts given", in order to "save" for the upcoming months and new year. This is very true in the case of parents who will be preparing their children for the new school year, come January 2009.

Amongst the events and activities that will take place during MSS 2008 are:

- ❖ The main launch event that will take place on the **28<sup>th</sup> November 2008** at the **Bukit Bintang Shopping Precinct**, followed by State shopping events in **Pulau Pinang** on **30<sup>th</sup> November 2008**, **One Borneo, Kota Kinabalu** on **5<sup>th</sup> December** and **Danga City Mall, Johor Bahru** on **13 December 2008**.
- ❖ The **MSS Lucky Draw and Instant Redemption Promotion** with MasterCard, the official card of the MSS. Tourists and locals alike who charge a **minimum of RM200 and above** on their MasterCard cards at participating malls can redeem **instant gifts** and **automatically qualify for a contest to win prizes worth RM100, 000** (terms and conditions apply). Participating malls include **Queensbay Mall Penang, Danga City Mall JB, One Borneo Kota Kinabalu, Kinta City Shopping Centre Ipoh, 1 Utama** (old wing), **The Pavilion, Mid Valley Megamall, The Gardens** and **Sunway Pyramid**.
- ❖ **Christmas Band Competition** i.e. a musical event to attract and entertain shoppers at the various mall venues in and around the Klang Valley. The

organisers hope to capture the spirit of the year-end festivities and at the same time promote gifted local talents, young and old alike.

- ❖ **City Fringe Festival** which will take place at the **Bukit Bintang Shopping District every Friday and Saturday** during the sale period from **5.00pm – 10.00pm**. Shoppers in the area will be entertained by a myriad of busking acts ranging from clowns, acrobats and acoustic musicians to artists and painters.
  
- ❖ Shopping is a pastime enjoyed by most adults but during this MSS look out for the **MSS Children Colouring Contest** at participating malls whereby kids can enjoy a chance to show off their colouring skills while the adults go on their shopping expedition!
  
- ❖ Listen-up and look out for the FLY-Fm mobile cruisers that will be handing out hundreds of MSS goodies worth more than RM70 to lucky listeners who can answer local shopping trivias and quizzes.

During the Sale period, tourists to Malaysia will be able to enjoy privileges and promotions at the malls in and around the Klang Valley. All they need to do is pick up a **Tourist Welcome Pack** from the **airport (KLIA and LCCT)** and the **Tourist Information Counters** in the city which contains a booklet and details on the various **tourist privilege cards**, how and where to get them and what kind of bargains await them.

So, this year-end, take family and friends to the malls for some fantastic sights and sounds, shop to your heart's content and have a great Merry Christmas and Happy New Year!

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