

StarSpecial

THE STAR, FRIDAY 6 JANUARY 2023

CHINESE NEW YEAR SPECIAL



Hopping into a prosperous new year

As we usher in the Year of the Rabbit, let's wish for good health, happiness, and success in all our endeavours.

A blooming garden of happiness

SUNWAY Malls is leaping into the most auspicious time of the year with its very own garden of abundance and prosperity to reflect its theme of “Blooming Happiness” in welcoming the Year of the Rabbit.

With the early months of the year welcoming the beauty of a spring day, the malls beckon visitors to drop by with its overflow of flowers and cherry blossoms – symbolising abundance of luck and happiness. The month-long campaign, which will run until Feb 6, will help shoppers usher in the festivities in style.

There is also more in store for shoppers who participate in the Blooming Redemptions – each redemption entitles them to one entry for a Sunway Malls-wide lucky draw, where one winner will walk away with the grand prize of one Proton X70. The contest ends on Jan 29 so do get your shopping done soon and stay tuned for more.

Sunway Pyramid

Aside from the intricately designed concourse which will be awash with pink and red hues, shoppers can also participate in the Fortune Hop Augmented Reality (AR) game to redeem a gift at the Rewards Booth.

The interactive Blessing Pond will allow shoppers to share dedicated messages and watch them appear on a delicate lotus bloom after they submit them – so they can share their joy and excitement about their upcoming celebrations with everyone.

Those who are looking to get their various new year necessities can also do so at the concourse.

A flower market by Fleurs, traditional snacks such as dragon beard candy, maltose lollipops, ting ting candy and sesame dough candy as well as a calligraphy booth will all be set up amidst the décor to add to the exciting atmosphere.

To reward shoppers for making their purchases in the mall, special items will be available via the mall's Blooming Redemptions, while stocks last.

Sunway Pals members will be entitled to a bonus spin on Sunway Pals' Wheel of Fortune to enjoy more exciting rewards.

Blooming redemptions include:

> Fortune Blooms Angpow: Minimum spend of RM450 in three receipts. Minimum spend of RM350 in three receipts for UOB and Citibank cardholders

> Happiness Bowl Set: Minimum spend of RM1,000 in three receipts. Minimum spend of RM900 in three receipts for UOB and Citibank cardholders.

> SK Jewellery Gold Angpow: Minimum spend of RM3,000 in three receipts. Minimum spend of RM2,900 in three receipts for UOB and Citibank cardholders.

Fans of the much-awaited traditional lion dance can mark their calendars as there will be performances at the LG2 Orange Concourse on selected weekends during the campaign including Jan 8, 22 and 29 at 3pm.

A special acrobatic lion dance performance will take place at the main entrance only on Jan 23 to coincide with the start of the Lunar New Year.

Sunway Velocity Mall

At the Main Atrium, shoppers can find a family of lively rabbits in a fascinating Spring Forest, abundant with blooming flowers and plants to give the shoppers a blooming sense of blissfulness.



Shop for Chinese New Year goods as well as take pictures with rabbits and blooming flowers on the ground floor of Sunway Velocity Mall's Main Atrium.



Sunway Pals members will be entitled to a bonus spin on Sunway Pals' Wheel of Fortune to enjoy more exciting rewards at Sunway Pyramid.



Sunway Pyramid's intricately designed concourse is awash with pink and red hues this Chinese New Year.

One can also satisfy their social media needs by taking pictures with these bunnies in the flowers and trees.

To help the local businesses and retail outlets, the Main Atrium Ground Floor is filled with booths and pushcarts where you can get all your Chinese New Year goods from cookies, hampers, accessories to cheongsam and more.

Get in the mood of this festive season with weekly lion dance, God of Fortune appearances, weekend performances, and workshops from now to Feb 6.

Witness the Little Blooming Prince & Princess Contest where VeloKiddie members put up their best cheongsam and samfu and stand a chance to win up to RM600 worth of prizes in total. Lastly, drop by on Jan 22 for the highlight of the acrobatic lion dance at 11am. You don't want to miss this.

Enjoy and join the fun interactive Augmented Reality (AR) digital integration experience. Scan the QR code at the Blessing Pond to make a wish and witness it come to life on the pond. On the same link, play the Fortune Hop AR game where the rabbit has to hop on the coins and turtles within 60 seconds while avoiding obstacles to collect a mystery gift when you score more than 61 points.

The Spring Forest is a perfect spot for family portraits and Insta-worthy photos. To make this 2023 Chinese New Year even more memorable, take part in Sunway Velocity Mall's Facebook or Instagram 1,2,3 BLOOM photo contest during this campaign. The top 10 winners with the most creative



Sunway Velocity Mall's ground floor is filled with booths and pushcarts where you can get all your Chinese New Year goods.

post will walk away with a Sunway Pals e-Gift card worth RM60.

As part of giving back to the community this lunar new year, for every item sold in the mall, Sunway Velocity Mall will purchase another to donate to several charity homes supporting 100 children in this Buy, Bloom, and Bless CSR effort.

Start shopping to join Sunway Velocity Mall in sharing this Blooming Happiness with the children as they come to fulfil their Chinese New Year shopping in the mall on Jan 10.

Sunway Putra Mall

Weekends will be packed with activities and performances that will take place every weekend from Jan 7-Feb 5. Among them are the 24 Grand Season Drums, Dragon Dance, Rabbit Mascot Walkabout, Traditional Chinese Fan Dance, Silk Dance, Lantern Dance, Chinese Diabolo, AR

wishing pond, and more.

There will be a lantern painting competition and shoppers are invited to highlight their creative talents in the Lantern Painting Competition which offers prizes of more than RM1,800. A hundred lanterns will also be displayed in the Concourse area as well.

Visitors can also try the Fortune Hopping virtual game which offers cash voucher prizes for the highest scores.

This rabbit zodiac-themed virtual game requires the player to get coins and gold turtles. To try this game, visitors have to come to Sunway Putra Mall to scan the QR code provided at the Fortune and Blessing Pond. Visitors with the 10 highest scores will win a RM50 cash voucher each.

Blooming redemptions include:

> Fortune Blooms Angpow: Minimum spend of RM250 in three receipts. Minimum spend of RM200 in three receipts for UOB/Citibank

cardholders and Sunway Pals members.

> Face Roller Set: Minimum spend of RM350 in three receipts. Minimum spend of RM300 in three receipts for UOB/Citibank cardholders and Sunway Pals members.

> Enamel Kettle: Minimum spend of RM800 in three receipts. Minimum spend of RM750 in three receipts for UOB/Citibank cardholders and Sunway Pals.

Sunway Carnival Mall

Feel the charm of the lovely blooms as you enter the “Garden of Abundance”, with the majestic cherry blossom tree with lanterns as the centrepiece, creating a warm, celebratory flair.

Take a little walk at the “Stairs to Success” (Bu Bu Gao Sheng) for good blessings as you head to the cherry blossom tree for some photo opportunities whilst making memories with your family and friends.

The Year of the Rabbit signifies longevity, peace and prosperity in Chinese culture; celebrating love and togetherness (tù means rabbit in Chinese) with our loved ones near or far.

Shoppers can look forward to having some fun with the digital magical blessing pond. Send your Chinese New Year blessings at the AR pond and you'll see your blessings float among them. Then, you can tap on to play the exciting “Fortune Hop” game. Tap to hop on the coins and golden turtles within 60 seconds to win but be wary of frogs and lotus leaves. Remember to screenshot your score to redeem your mystery gift at the Concierge, second floor.

Sunway Big Box Retail Park

An exciting line-up such as DIY Workshops, God of Prosperity Walkabout, Acrobatic Lion Dance and more are put together for shoppers on selected weekends and public holidays.

They can also interact with a magical AR Blessing Pond. Mystery gifts await those who complete the game with the highest score.

Blooming redemptions include:

> Fortune Blooms Angpow: Minimum spend of RM80 in two receipts. Minimum spend of RM50 in two receipts for Sunway Pals members.

> Abundance Lunch Box: Minimum spend of RM200 in two receipts. Minimum spend of RM150 in two receipts for Sunway Pals members.

■ For details on Sunway Malls' “Blooming Happiness” Lunar New Year campaign, log on to <http://www.sunwaymalls.com/blooming-happiness>

SUNWAY[®]
MALLS

花满园
福满门
Blooming Happiness

Hop into the new year filled with abundance
& may happiness bloom all year round.

Gong Xi Fa Cai

from Sunway Malls

SUNWAY COMMITTED TO:
SUSTAINABLE DEVELOPMENT **GOALS**



Scan here for a
Blooming Experience

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Festive gifts and hampers

EXCHANGING gifts with your loved ones, friends and relatives is the norm during festive seasons. This Chinese New Year, Hai-O Group offers over 50 types of hampers and gifts to cater to the various needs of shoppers.

Hai-O is also launching a limited-edition exquisite Twin Rabbit Greeting Wu Chia Pi liquor which comes in a high-quality ceramic bottle.

“Together Celebrating a Prosperous Rabbit Year” is the 2023 Chinese New Year theme mainly to convey the importance of family reunions and a harmonious atmosphere which Hai-O Group always advocates.

Additionally, it plays on the word Two (兔 stands for Tù which means rabbit in Chinese) is Better Than One, denoting “good things come in pairs”, wishing everyone good health and fortune in the Year of the Rabbit.

Besides that, Hai-O has also specially made a video in conjunction with Chinese New Year to deliver the message of sharing happiness, reunion and unconditional love.

Hai-O Group managing director Tan Keng Kang said, “Welcome a prosperous new year together and celebrate the auspicious

moments by sharing Hai-O hampers with your loved ones. I hope everyone can bring the blessings home and have an abundant Rabbit Year ahead!”

Hai-O will also be organising five roadshows in different shopping malls – Klang Parade, Paradigm Mall Petaling Jaya, One Utama Petaling Jaya, MyTown Kuala Lumpur and BMC Mall (Mahkota Cheras) during this period.

Hai-O is also providing free hamper shipping services (in West Malaysia only) with purchases of RM200 and above on certain hampers and gifts.

Furthermore, consumers who spend RM138 and above will receive a free limited-edition red packet set which comes with six pieces of red packets.

Each red packet set has a Chinese New Year theme of “Happiness, Reunion, and Inheritance”.

Hai-O hampers and gifts are now available at all Hai-O chain stores, Aeon, Village Grocer, Billion, My Hero, The Store, Econsave, TF Value, medical halls and Hai-O’s online store at mall.hai-o.com.my

■ For more information, call 03-3343 8889 or email hamper@hai-o.com.my



Hai-O’s hamper and gift collections for the Year of the Rabbit.



Posing with this year’s Chinese New Year hamper and gift collections are (from left) Hai-O chain store general manager Philip Teo, Hai-O Enterprise Business Operation & Product Development manager Vicky Cheng, group executive director-cum-chief finance officer Hew Von Kin, group managing director Tan Keng Kang, chief marketing officer Tan Yong Chin and Hai-O chain store assistant general manager Tan Leok Kwee.



兔GETHER 健康过好年

A PROSPEROUS NEW YEAR

“Together Celebrating a Prosperous Rabbit Year”

Wishing you good health with abundance of joy and prosperity in the year of Rabbit



A13 Magnificent Wishes
RM 555.00



E7 Twin Rabbit Greeting
RM 288.00



A05 Wholesome Life
RM 228.00

Limited Edition



Receive a complimentary **Ang Pow** (6pcs) with a minimum spend of **RM 138***

*While stocks last (T & C Apply)

Available at:
Hai-O Chain Stores, AEON, Village Grocer, Billion, My Hero, The Store, Econsave, TF Value, medical halls and online store (mall.hai-o.com.my).
Call: 03-3343 8889 E-mail: hamper@hai-o.com.my



Hai-O 2023 CNY Roadshows:
Klang Parade, Paradigm Mall PJ, One Utama PJ, MyTown KL, BMC Mall (Mahkota Cheras)