

PAVILION

BUKIT JALIL

PAVILION BUKIT JALIL WELCOMES SHOPPERS TO 'RAYA BERSAMA' WITH UPIN & IPIN AND LOCAL CELEBRITIES THIS FESTIVE SEASON

BUKIT JALIL, 9 APRIL 2022 – From now until 8 May 2022, Pavilion Bukit Jalil invites shoppers to 'Raya Bersama' with star-studded festive activities consisting of popular Malaysian cartoon characters Upin & Ipin as well as well-known Malaysian celebrities at the incredible Artists & Designers Marketplace, paired with fantastic shopping rewards and an exciting lineup of entertaining performances and activities for all to enjoy.

As Malaysians look forward to reunite with loved ones, there is something for everyone this festive season with Pavilion Bukit Jalil's wholesome 'Raya Bersama' campaign.

Present to launch the 'Raya Bersama' festive campaign were Datuk Lee Whay Hoong, Director of Regal Path Sdn. Bhd; Mr. Kelvin Choo, CEO of Property Development, Malton Berhad; Ms. Kung Suan Ai, Director of Marketing, Kuala Lumpur Pavilion Sdn. Bhd; and Mr. Kevin Teh, Senior General Manager of Marketing, Pavilion Bukit Jalil; together with well-known Malaysian celebrities and public figures including Bon Zainal, Rasta Rashid, Datin Azrene and Three Little Ahmads, Satira Diana, Farah Melissa and Reshmonu.

"Ramadan and Hari Raya are a special time of year for Muslims around the world, as it brings families closer together. This year's festivities are a particularly special one as families long to reunite and celebrate the festive season together, surrounded by loved ones. Together with our partners, Pavilion Bukit Jalil further establishes its positioning as a top lifestyle destination with amazing decorations for shoppers to snap their festive photos, fantastic shopping to gear up for Hari Raya, as well as plenty of family-friendly activities for shoppers to 'Raya Bersama' with us. We wish all Muslims 'Selamat Berpuasa' dan 'Selamat Hari Raya'; may this season be blessed with eternal joy and happiness to all who are celebrating," **said Dato' Joyce Yap, Chief Executive Officer of Retail for Kuala Lumpur Pavilion Sdn. Bhd., Retail Planner of Pavilion Bukit Jalil.**

RAYA BERSAMA UPIN & IPIN

Families and mall-goers can explore Pavilion Bukit Jalil's lively festive decorations in the Centre Court, snap photos with their favourite Upin & Ipin characters, and get the chance to meet the famous twins in exclusive performances and Meet & Greet sessions every Saturday at 2pm and 6pm, until 7 May.

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BUKIT JALIL

The festive decoration features several rustic traditional gazebos strewn with colourful batik, festive lights and palm trees set up to create a welcoming atmosphere for all shoppers this Raya.

As part of the mall's Corporate Social Responsibility initiative, the mall will be treating orphans from Rumah Anak Yatim At-Taqwa to a wonderful Buka Puasa Raya experience featuring a special Upin & Ipin appearance and performance at Pavilion Bukit Jalil.

RAYA BERSAMA SELEBRITI

Celebrate Raya like a celebrity by getting your shopping done at Pavilion Bukit Jalil's exclusive Artists & Designers Marketplace! From stylish fashion pieces to delectable Raya goodies, there's plenty of festive delights for glamping up your Raya celebrations, or finding that perfect gift for upcoming Raya gatherings.

Shoppers can also browse the 8 curated booths set up by fashion designer Afiq M., singer Nana Mahazan, bespoke menswear designer Bon Zainal, famous batik designer Rasta Rashid, celebrity couple Dato' Fazley Yaakob and Datin Azrene, baking queens Satira Diana and Farah Melissa, singer and actress Atilia Haron, and public figure Qamarina Mohsin.

RAYA BERSAMA FIESTA

More entertainment is coming your way with the mall's exciting lineup of lively performances at the Centre Court stage this Raya! Throughout the festive period, shoppers will also be treated to Raya fashion shows, dance and musical performances, as well as a fun Junior Magician Show by A-list Malaysia. For those that are up for a bit of glitz and glamour, be sure to check out the Mrs. Malaysia Universe and Mrs. Elite Universe 2022 Preview Show on 1 May at 2pm.

From 15 April, be sure to head to the PIAZZA, Level 3 for a mesmerising evening for the Raya LED Light Show. Kids aged 3 and below enjoy FREE entry while for an entry fee of only RM5 and RM10 for children aged 12 and below and adults respectively, shoppers will be transported to a magical, glittering world featuring a sparkling light tunnel, field of a thousand roses, whimsical animal sculptures and more! It will definitely be the best backdrop for an unforgettable Raya photo montage, and a unique experience to be shared with family and loved ones.

RAYA BERSAMA GANJARAN

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BUKIT JALIL

Be rewarded with multiple tiers of festive gift redemption starting from a minimum spend of RM50. From exclusive Pavilion Bukit Jalil Raya Packets, Glass Cannister, to a festive Raya Lunch Box.

In addition, shoppers have the opportunity to enjoy more rewards with Pavilion Bukit Jalil's first festive Purchase with Purchase (PWP) program, for example, with minimum spend of RM800, shoppers may purchase the exclusive Pyrex Country Rose teapot set at RM100 – a special discounted price exclusively at Pavilion Bukit Jalil this festive Raya season.

OTHER OFFERINGS

This Raya celebration is in line with Pavilion Bukit Jalil's commitment to providing an immersive retail experience, where shoppers can experience Malaysia's rich culture and heritage attached to this festive season.

Besides the exclusive pop-ups and performances, shoppers can also explore the mall's new Thai precinct consisting of three exclusively curated 'Made in Thailand' brands Ecotopia, Absolute Siam and ICONCRAFT. Beyond these unique Thai retail offerings, Pavilion Bukit Jalil's vibrant retail mix includes well-known retail brands as well as international brands that have selected the mall for entry into the Malaysian retail market. Such first-in-Malaysia stores include brands such as LOHAS, TIANYUE TEAJOY, HOHM, and DULUKINI.

For more information on Pavilion Bukit Jalil's 'Raya Bersama' activities and promotions, visit www.pavilion-bukitjalil.com, or check for real-time updates via Facebook, Instagram, or contact Customer Service at +603-8092 8833.

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About Pavilion Bukit Jalil

Located in the heart of Bukit Jalil, Pavilion Bukit Jalil, the Icon of Connectivity – Malaysia's lifestyle shopping mall sets to transform the southern corridor of Kuala Lumpur into the new cornerstone of metropolitan lifestyle and retail. With Net Lettable Area (NLA) of 1.8 million square feet, Pavilion Bukit Jalil will offer a vibrant retail mix, gastronomical wonders and innovative recreations, reinforcing its position as the lifestyle shopping destination connected to the best-in-class retail, dining and leisure experience.

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