

## Press Release

### “A WHITE LYRICAL CHRISTMAS”

*Glistening White Yuletide Season  
With a Touch of Musical Whimsy at 1 Utama  
(1 – 27 December 2009)*

**BANDAR UTAMA, 3<sup>rd</sup> December 2009:** *“I’m dreaming of a white Christmas just like the one I used to know...”* croons Bing Crosby in undoubtedly one of the most popular of all yuletide songs.

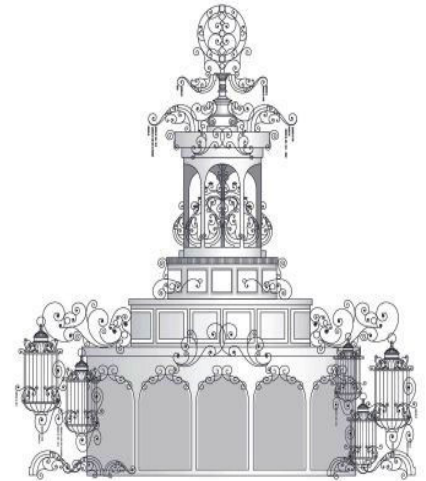
This festive season, 1 Utama will be transformed into a frosty winter wonderland. But instead of a traditional setting, the mother of all malls renowned for their elaborate decorations is pulling out all stops to add magical whimsical surprises at every corner to astonish visitors.

From 1<sup>st</sup> to 27<sup>th</sup> December, 1 Utama comes alive with a celebration of shopping, dining, merry carols, dance musicals and exciting events. All around the shopping centre, special kiosks from brands like Cold Storage, S&J, Living Wing, Estee Lauder, Kiehl’s, Famous Amos, Presents 4 Them, Just Parfum and many more, come abundant with shopping and ONECARD promotional goodies catering to all budgets and wish lists for shoppers to stock up for Christmas. Be sure to drop by Hasbro’s play area at LG *Oval* for the hottest toys and games of the season.

Lined on shelves are Christmas trimmings, decorative items, hampers, chocolates and cookies, beauty and fragrance sets, toys and gifts. All prettily decked out in bows, ribbons and cheery colours. Coupled with over 660 retail shops, shopping at 1 Utama has never been so convenient especially during the Malaysia Year-End Sale (21 Nov – 3 Jan 2009).

At the *Oval* concourse, real trees dressed in opulent pearls and silver baubles lends Christmas a touch of realism. Joyful chandeliers, candle holders and music bells are also seen throughout the setup. The star attraction has to be a giant musical box which stands as a launch pad for many elaborate shows and performances specially lined up.

To get shoppers into a lyrical Christmas mood in line with 1 Utama’s melodious Christmas theme, there will be an impressive 30-piece orchestra, acapella groups, choirs, classy Victorian dances and all things musical. Be sure to catch the enthralling ‘Christmas Dreams’ and ‘Dazzling Classic’ musical productions on 5<sup>th</sup>, 6<sup>th</sup>, 18<sup>th</sup>, 19<sup>th</sup>, 20<sup>th</sup>, 25<sup>th</sup>, 26<sup>th</sup> and 27<sup>th</sup> Dec as well as the Rhythm of Rhapsody dance show on 4<sup>th</sup>, 11<sup>th</sup>, 18<sup>th</sup>, 25<sup>th</sup>, 26<sup>th</sup> Dec.



**A White Lyrical Christmas**

1st - 27th Dec 2009

Every Monday and Wednesday (7.00pm - 7.30pm) from 1<sup>st</sup> to 27<sup>th</sup> December, shoppers are invited to meet Santa Claus. The first 50 children will receive gifts from the jolly man himself.

The mall with a heart, 1 Utama will be supporting various organisations like Kechara Soup Kitchen, UNICEF, PRIDE foundation for Christmas under its Community Corner programme, where space is sponsored to non-profit and charity groups in aid of their fundraising and awareness goals.

In addition to this, 1 Utama will continue its annual Christmas eco-friendly sticker and gift tag service. Custom designed stickers and gift tags are distributed free to shoppers to discourage use of wrapping paper. Positioned as a 'green' mall, 1 Utama strongly supports environmental preservation.

### HOLIDAY SPECIALS



#### ***Christmas Musical Jewellery Box Redemption (1<sup>st</sup> – 27<sup>th</sup> Dec 2009)***

Receive a FREE musical jewellery box which plays a memorable Christmas tune with a minimum purchase of RM350 (RM300 for ONECARD members) in a single receipt at participating stores. Whilst stocks last, terms and conditions apply.

#### ***The One Perfect Christmas Gift (1<sup>st</sup> Dec 2009 - 27<sup>th</sup> Feb 2010)***

Perfect the season of giving with ONECARD's Christmas Gift Vouchers for loved ones. Every purchase of RM100 vouchers will get an additional RM5 voucher, T&C apply.



#### ***MAYBANKARD & American Express® Christmas Exclusive Promotion (1<sup>st</sup> – 27<sup>th</sup> Dec 2009)***

Rewards and privileges from Maybank await shoppers this Christmas. Spend a minimum of RM200 (single or max 2 receipts) with a Maybankard or American Express issued by Maybank or Maybank Islamic to redeem a Christmas Dining Mat and enjoy FREE parking redeemable at Maybankard Centre 1 Utama Ground Floor, *Oval*. T&C apply.

### FUN-FILLED EVENTS



Games galore for children 4-12 years old. Prizes sponsored by Hasbro.

2 Dec, 2pm: *Jenga Challenge*

4, 16 Dec, 2pm: *Nerf Arena*

7 Dec, 2pm:

*Connect 4 Challenge*

21 Dec, 2pm:

*Elefun Catch the Butterfly Challenge*

Produced by Feld Entertainment



11- 13 Dec:

Join in a colourful parade of Disney character look-alike's. Here's a chance for children to dress up like their favourite Disney characters and win attractive prizes.



18 Dec, 3pm:

Cupcake fairies appearance and dance show by Miss Tourism International pageant contestants.

...and many more events! Kindly refer to the enclosed schedule for full listings.

**For more details on 'A White Lyrical Christmas', kindly contact 1 Utama's Customer Service Centre at Tel: 03-7710 8118 or visit [www.1utama.com.my](http://www.1utama.com.my) / [www.onecard.com.my](http://www.onecard.com.my)**

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