

**PRESS RELEASE**

**10 December 2009**

**A Magical Christmas Experience for All  
at Mid Valley Megamall**

Journey to the land of all things magical this December at Mid Valley Megamall. Themed “A Magical Christmas”, the Megamall has been transformed into a Magical Kingdom full of Christmas enchantment from 3 December 2009 till 3 January 2010.

Visitors will be enthralled by spellbinding shows, magical characters walkabout, village folkdance, Come-Meet-Santa charity event, Elves’ Workshop, Costume Parties, gifts bazaar, festive gifts giveaway, free gift wrapping and more.

Shoppers who spend at any of the 430 specialty outlets could also bring home Christmas gifts of their choice from our Christmas Gift Store and if they are a HSBC or MasterCard cardholders, more privileges will be enjoyed.

**Magical Moments and Activities**

The mall has lined-up loads of shows and activities for shoppers to enjoy!

**Magical Characters Parade**

Beginning 3 – 27 December 2009 at 11.30am and 4pm daily, the merry **Magical folks** dressed in fancy costumes with characters like Wizard, Moon Lady, Snow Queen, Christmas Warriors, Ice Witch and the Gold Dragon will roam the mall spreading their special brand of festive cheers. Spot them to have your pictures taken with them and they might even hand out treats!

**A Magical Christmas Dance Show**

From 7 December onwards until 27 December 2009 as well, these merry magical characters will grace the centre stage and present delightful half-hour dance shows for shoppers. Weekday shows start at 8pm and weekend shows start at 3pm and 8pm, except 23 – 27 Dec, shows are at 3pm and 8pm.

### **Village Folk Dance @ the Southern Village**

Travel your way down to the Southern Village located at the South Court, Ground Floor and join the village folk dancers as they dance away to spread some Christmas cheers. Shows begin from 11 – 27 December 2009 at 2pm on Friday and 2pm and 7pm on Saturday and Sunday. Show on 24 December 2009, Thursday starts at 2pm.

### **Christmas Activities - Only for Children**

Get your kids occupied in one of the many fun activities lined-up for them at Mid Valley Megamall this Christmas.

### **A Magical Christmas Ball**

Come and see little kids dressed up as knights, princesses, princes, or even wizards attending a Christmas royal ball at Centre Court, Ground Floor hosted by The Royal Highnesses of The King and The Queen of Mid Valley Megamall Magical Land. The balls commence at 10.30am onwards happening 9 & 16 December 2009, Wednesdays.

### **Welcome to the Elves' Workshop**

Lend a helping hand to Santa's little helpers at the North Court, Ground Floor. Join in the fun as you get to listen to Christmas story, learn some arts and crafts such as window art, wooden painting, paper craft, origami, craft punch and crafts and so much more! Open to the first 10 registered children for each session daily, aged between 5 and 10 years old, however all workshop sessions are fully booked.

### **Come-Meet-Santa Charity Programme**

Parents remember to bring your children to **meet Santa** and his Elves. Make your child's Christmas extra special with a 4R photo and present from Santa all at a minimum of RM10.

With the giving and sharing spirit of Christmas in our minds and heart, all proceeds from the "Come Meet Santa" fund raising programme will go to the Stepping Stones Home in Taman Seputeh, Kuala Lumpur. Come-Meet-Santa event starts from 11 – 25 December at 12.30pm, 4.30pm on weekdays; and 12.30pm, 4.30pm, 6pm on Fridays to Sundays at the Centre Court,

Ground Floor. For 24 – 25 Dec, Thursday and Friday, meet Santa at 12.30pm, 4.30pm and 6pm. The partners for this programme are Foto Shangri-La and a host of tenants of the Megamall.

### **Gifts Buying Ideas**

Christmas is also about giving and receiving great Christmas gifts. Get your gifts buying ideas from one of the 33 stalls available on ground.

If you are looking for lovely pampering gifts that come complete with amazing packaging, check-out Acca Kappa, CRABTREE & EVELYN, elianto, Kiehl's, L'Occitane, The Body Shop and tns Skin I@b. Presents for your little ones can be found at MegaKidz, Memory Lane, Movie Magic, MPH Bookstores, Precious Thots, Teddy Tales and TOYCITY.

Accessories and knick-knacks for your other half are available at Bonita, Carlo Rino, Machines, Miss T, My Diamond and My Tie Shop. Wrap it all up with festive wrappers and trims by The Paper Boutique.

For your home, deck-up it up with wonderful decorative, potted Christmas plants, flowers and more from E-tree, Lovely Lace, Metrojaya and room. While you are shopping, don't forget to get some Christmas goodies of cookies, ginger breads, cupcakes or even drinks, ice-creams and snacks to quench your thirst or satisfy your hunger pangs from Baskin Robbins, delicious, Famous Amos, Gelato Fruity, Juice Works, Poppop, Rotiboy and San Francisco Steakhouse.

### **Gifts From Us**

Take your pick of enchanting wine glasses, Christmas trees and ornaments, rocking horses, cookie jars, capes for Princes and Princesses, Knights and Wizards, parking rebates and more at the Christmas Gift Store - all for free when you spend with us.

All you need to do is get the Magic Tokens to redeem these fabulous festive freebies. And your purchases of minimum RM300 on a single receipt from any specialty store earns you ONE MAGIC TOKEN. If you spend RM1,000 and above on a single receipt, you will get two (2) tokens and your RM2,000 and above spending will earn you three (3) tokens (maximum of three tokens per receipt, per customer in a day).

For any MasterCard cardholders, you only need to spend a minimum of RM250 on a single receipt to earn one (1) Magic Token. Your spending of RM900 and above or RM1,800 and above will earn you two (2) or three (3) tokens respectively.

Redemption of tokens and gifts at the South Court, Ground Floor. Other terms and conditions apply.

### **Free Gift Wrapping Service**

At the end of your journey, do remember make a stop at the **complimentary gift-wrapping counter, located at the North Court, Ground Floor**. Get your gifts wrapped with the specially-designed festive wrappers, trims and gift cards. Due to tremendous response, this service is however, limited to five items per customer per day.

With so many enchanting excitement and activities, great festive buys and loads of exclusive promotions and gifts, the Magical Christmas of Mid Valley Megamall is truly a wholesome experience not to be missed!

For more details of the Christmas celebration, customers can contact the Information Counter at 03-2938 3333 from 10am to 10pm daily or log on to [www.midvalley.com.my](http://www.midvalley.com.my).

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**CHINESE TRANSLATION**

- MID VALLEY MEGAMALL –谷中城购物广场
- INFORMATION COUNTER - 咨询服务柜台

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