



**FOR IMMEDIATE RELEASE  
NEWS RELEASE**

**16 NOVEMBER 2009**

### **ALL SET FOR A MAGNIFIQUE CHRISTMAS AT SUNWAY PYRAMID!**

Imagine hours of joyous shopping and merry-making here at Sunway Pyramid! This Christmas, stride inside and expect your shopping experience to be heightened visually and sensually!

From 21 November 2009 till 3 January 2010, we are bringing shoppers a 'Magnifique Christmas'! At the LG1 Pyramid Concourse, walk through a grand gateway that greets you inside a marvellous French-inspired courtyard, replicating the 1900s. Towering the cobbled-stoned courtyard is a giant rotating windmill, hovering above the lavishly red theatre-like stage filled with lots of intermitting ping pong bulbs all around.

Its streets will be decked a clock tower, lampposts, benches and most importantly, Christmas and dried trees, dressed in twinkling rice lights. The lightshow spills over to the exterior of Sunway Pyramid, enveloping 1.5km around the mall with lighting splendour.

"The Christmas celebration, coupled with year-end sale, makes this season one of the busiest period for shopping and tourism," explains Mr Kevin Tan, Chief Operating Officer of Sunway Pyramid. "We want to offer a unique and refreshing Christmas experience differs from the norm."

"A French Christmas would definitely draw the curiosity of our community, of various ethnicities to taste Christmas from a different cultural perspective. It is a sure boost to our local tourism, which we as a shopping mall supports," adds Mr Kevin Tan.

Indeed, it will be culturally enlightening as the activities lined up are draped in French elements. Allow us to begin with *Broadway Extraordinaire* that features cabaret and tap dancing, which are very popular then and even presently. There are also showgirls clad in colourful costumes with feathers & rhinestones called *Ooh La La Danseur* who will also be kicking around of cancan dancing.

Magic tricks add flavour to the menu in *Marvelous Magicien* while meeting Santa Claus is a must this season. Want a photo or a present from Santa? Then make sure you put on your best behaviour in *Bonjour Santa!*

To brighten your shopping rendezvous is the *Sidewalk Sensations* made up of a troop of buskers like mime artists, stilt walkers and jesters. Even our Leo the Lion mascot is making his rounds in his role, *Le Fantastique Leo* – surprising shoppers with freebies. Lastly, the Christmas magic is incomplete without the melodious voices of *Carollers Musique* come a calling. The choir will be belting out familiar Christmas tunes.

During this Christmas, shoppers will get to enjoy the Dolphins and Sea Lions Show from 1 December 2009 to 7 February 2010 at the Sunway Pyramid open space car park. They will also get a 30% discount off ticket price. Then, on 19 December, come be charmed by beauties around



the world as they vie to be crowned Miss Charm Magnifique 2009. The subsidiary title for Miss Tourism International will be held at the LG1 Pyramid Concourse.

Here comes the good tiding: Sunway Pyramid plays Father Christmas and intends to reward the faithful! Spend a minimum of RM250 or RM200 for American Express Cardmembers, in two receipts max, to redeem two complimentary Sunway Lagoon Nite Park tickets and a free ride. The night park is the latest entertainment feature from Sunway Lagoon and it will be an interesting fiesta filled with vibrant colours and lively activities to keep you busy throughout the evening!

Besides the redemption, you will also have the opportunity to participate in Sunway Pyramid's *Sparkling Escapade to France* contest! The lucky winner will get two tickets to fly to France, wholly sponsored by MAS. On top of that, he or she will receive a diamond worth RM10,000 from SK Jewellery! To win, shoppers have to spend RM200 or RM100 with a MAS boarding pass attached, in two receipts max, get a copy of the contest form, answer the question and fill up your particulars, and post it at the post box located at the Concierges.

In addition, American Express Cardmembers who spend with their cards in Sunway Pyramid from now to 28 Feb 2010 will enjoy 15% cash back on their purchase. Terms and Conditions apply.

For the green in heart, Sunway Pyramid in partnership with Fleurs of Marrakesh is holding its *Adopt a Greenie* booth, encouraging shoppers to take on a green initiative. Proceeds from sales will be channelled to the Malaysian Nature Society.

This Christmas let us also remember Mother Nature on a bigger scale. The mall's Bring Your Own Bag (BYOB) campaign is ongoing – championing a greener shopping environment by reducing paper and plastic bags! When you do your Christmas shopping, these bags will help reduce unnecessary waste. Don't have one? Then buy one at the Concierges. All proceeds will channel to charity.

Truly, Christmas at Sunway Pyramid will be fun, exhilarating and above all – magnificent. Bring your friends and loved ones over today!

For more information, kindly contact the Concierge at 03-7494 3100 or log on to [www.sunwaypyramid.com](http://www.sunwaypyramid.com)

###

**For Media Enquiries, please contact:**

Mr Chua Tek Yan  
Marketing Communications Executive  
Sunway Pyramid Shopping Mall  
DID: 03-7494 3034  
Fax: 03-7492 6333  
Email: [chuaty@sunway.com.my](mailto:chuaty@sunway.com.my)

Mr Darren Chear  
Marketing Communications Manager  
Sunway Pyramid Shopping Mall  
DID: 03-7494 3037  
Fax: 03-7492 6333  
Email: [darrenc@sunway.com.my](mailto:darrenc@sunway.com.my)