



Malls to raise funds for Spinal Muscular Atrophy children this Christmas season

Kuala Lumpur, 28 November 2017 - As part of Suria KLCC, Alamanda and Mesra Mall's concerted and continuous efforts in giving back to the community during this Christmas season, the three shopping malls pledged to raise funds for 'We Care Journey', a non-profit organization that provides support and guidance to families of children with Spinal Muscular Atrophy (SMA) disease.

Present at the Christmas launch event included the management of Suria KLCC Sdn Bhd, Andrew Brien - Chief Executive Officer/Executive Director, Francis Tan - Chief Operating Officer, Ben Chong - General Manager of Suria KLCC mall, Baldev Singh – General Manager of Alamanda, and Co-Founders of 'We Care Journey' Association - Edmund Lim and Yap Sook Yee.

"We are committed to giving back to the community during all festive seasons. For Christmas this year, we aim to raise a minimum of RM15,000 from 25 November until 25 December through the sales of greeting cards designed by the children of 'We Care Journey'," enthused Andrew Brien, Executive Director/Chief Executive Officer of Suria KLCC Sdn Bhd. He added, "Shoppers and visitors of Suria KLCC can do their part to make a difference in the lives of these children through a minimum donation of RM10.00 for a greeting card."

Money raised will be used to purchase three units of the much needed standers machine. Standers machine provide several therapeutic and physiological benefits for children with SMA. They help to enhance digestion, circulation and breathing. Standers also promote bone strength as users bear weight on their legs.

Spinal Muscular Atrophy (SMA) is a genetic disorder that causes progressive muscle weakening by affecting the motor nerve cells and motor nerve cells in the spinal cord, taking away the ability to walk, eat and breathe. It is the number one genetic cause of death for infants and can affect any race or gender. In America, 1 in 10,000 is affected and about 1 in every 50 Americans is a genetic carrier (No statistical data available for Malaysia).

Co-Founders of 'We Care Journey' Edmund Lim and Yap Sook Kee said, "Our second son Branden was diagnosed with Spinal Muscular Atrophy at the age of one. Branden requires constant care and a combination of physical and occupational therapies to enable him maintain function and mobility as the disease progressively affects him. He further added, "When we

discovered Branden's condition, we decided to leave our jobs in order to pay full attention to his needs. Since the inception of the organization, besides able to care for Branden to the best of our ability, we could assist and provide support to other parents in the same situation as us."

Santa's Enchanted Forest

One of the most anticipated activities among shoppers and visitors during festive celebrations is mall decoration. Thus, every year, Suria KLCC, Alamanda and Mesra Mall develop new theme to create excitement among shoppers and visitors. This year's Christmas decoration theme is Santa's Enchanted Village.

At Suria KLCC, the centre court has been transformed into Christmas forest in the North Pole, homeland of Santa Claus. Pine, Spruce and Larch trees adorned with dazzling ornaments and lights set the mood of this forest. A two storey cottage connected to a tree house by a woven bridge decked out within the forest creates a warm and fuzzy feel. Standing majestically next to the cottage is a 30 feet pine tree decorated with brightly colored baubles, candy canes and bells. Oversized candles suspended from pine tree branches add more thrill to the enchanted forest.

Equally impressive is the outdoor decoration where a Christmas tree with the height of 100 feet graced the KLCC Esplanade. The Christmas tree had been recognized by The Malaysia Book of Records as the Tallest Christmas Tree in Malaysia in 2014 and 2015 respectively. The tree will be displayed at KLCC Esplanade until 2 January 2018.

Rewards for Shoppers

Shoppers are not forgotten as Suria KLCC, Alamanda and Mesra Mall will reward them for their purchases. From now until 26 December, Suria KLCC shoppers will receive a 2-tier cake stand with a minimum spend of RM1,000 and above in a single receipt. While those who shop on weekends will receive a Patchi gift set worth RM200 with a minimum spend of RM3,500 and above in a single receipt. As for Alamanda shoppers, they will also receive a 2-tier cake stand with a minimum spend of RM650 and above in two accumulated receipts.

Photography Contest

Apart from that, Suria KLCC is also organizing 'What Christmas means to you' photography contest from 30 November until 8 December. Winners will be selected based on the most creative and attractive imagery of Suria KLCC decorations. Prizes offered for amateur category include X-A10 digital camera, Instax mini 90 camera, Instax Mini 70 camera, and 10 photobook. For professional category, winners will receive X-A10 digital camera, Instax SQ-10 camera and SPC instax printer. Pictures taken must be tagged with #SuriaKLCCMall #EnchantedSuriaKLCC #Fotoflash #Fujifilm and shared on Facebook or Instagram.

For more information about the malls' Christmas promotion and activities, visit www.suriaklcc.com.my or www.alamanda.com.my or www.mesramall.com.my

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About Suria KLCC Sdn Bhd

Suria KLCC Sdn Bhd is a joint venture company owned by KLCC Property Holdings Berhad (60%) and CBRE Global Investors (40%). It is a world class retail asset management group specializing in the development and operation of shopping malls in Malaysia. Its current portfolio consists of three shopping malls including Suria KLCC (Kuala Lumpur), Alamanda (Putrajaya) and Mesra Mall (Kerteh). With more than 550 specialty outlets and over 2 million square feet combined retail space, the company offers local and international retailers a doorway to some of the most discerning shoppers in Malaysia.

Suria KLCC, strategically located at Kuala Lumpur's Golden Triangle is a one-stop shopping and tourist haven. With nett lettable area of 1.2 million square feet, it boasts over 360 international and local specialty stores with major anchor tenants including Isetan department store, Parkson department store, Marks & Spencer and Kinokuniya bookstore. Suria KLCC also offers other attractions such as Galeri Petronas and Petrosains Interactive Discovery centre, and is linked to Dewan Filharmonik Petronas, Aquaria, and Petronas Twin Towers. It is easily access by public transportation including, bus, taxi and LRT.

Alamanda is situated at the federal government administrative capital, Putrajaya. With nett lettable area of 600,000 square feet, Alamanda offers over 100 specialty stores and two anchor tenants including Parkson department store and AEON Big hypermarket.

Mesra Mall located at Kerteh, Terengganu boasts about 50 specialty outlets, TMC supermarket, foodcourt, TGV cinema, a multi-purpose hall, as well as futsal and squash courts. With nett lettable area of more than 200,000 square feet, Mesra Mall was the first shopping mall built in the state of Terengganu.

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