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## **NEWS RELEASE**

### **A Winning Masterpiece for 8-year-old Colouring Contest Veteran**

**PETALING JAYA, 8 NOVEMBER 2017** – Having an eye for art and fondness for colouring proved to be the winning recipe for Foong Yook Hei, who emerged as the September winner (Category B) for the Paradigm Mall PJ Kids Grand Prix Colouring Contest.

The 8-year old boy from Taman Desa come up tops over a highly competitive field of close to 62 participants. Foong's creative winning entry managed to capture the contest judges' hearts, bagging him a trophy and certificate, RM100 worth of October Steamboat vouchers as well as a 5-visit JKids Pass.

A very happy Foong said, "I enjoy colouring because I find it interesting and it allows me to be creative. Being able to participate in contests and winning is an added bonus. I must admit, the *Kids Grand Prix Colouring Contest* was one of the most challenging but enjoyable contest for me as I had the opportunity to spend my weekend indulging in my hobby while making new friends."

Madam Ivy Chow, proud mother of Foong, came to know about the contest through Paradigm Mall PJ's Facebook page. "We feel this is a good platform for our children to participate in a social gathering while taking part in a beneficial programme," she explained.

Spearheaded by Paradigm Mall PJ and supported by *Golden Screen Cinemas, October Steamboat, JKids Playground and Kids Party, Popular Bookstore and Nando's*, the inaugural Kids Grand Prix Colouring Contest aims to encourage children to share their unique self-expression through the art of colouring. Colouring has been seen as an excellent medium for children to express themselves, aside from music, reading and writing.

"Art can be a powerful form of self-expression, where it can encourage young children to communicate their feelings and opinions. It is also a form of language that can inspire and create a sense of confidence in oneself," said Tan Boon Leong, Centre Manager of Paradigm Mall PJ.

The five-month-long colouring contest, which flagged-off in August 2017, will continue till December 2017. With different themes each month, participants will have to participate and accumulate their points each month in order to be shortlisted. This mirrors the point-system used in professional Grand Prix races. Only one participant with the highest points from each category will be crowned grand prix winners.

The contest is divided into three age groups. Category A is for the six-year-olds and below;

Category B consists of children aged between seven to nine-year-olds, while Category C is for those between the ages of ten to twelve year-olds.

"The response for Paradigm Mall PJ's first Kids Grand Prix Colouring Contest has been overwhelming. To date, we have over 400 registered participants," Tan added.

Prizes worth up to RM3,000 for Most Accumulated Points and Most Creative Art are up for grabs. Winners for these two categories will bring home attractive prizes from our generous sponsors; *Golden Screen Cinemas, October Steamboat, JKids Playground and Kids Party, Popular Bookstore and Nando's*. Also not forgetting the Grand Prix Trophy and Official Certificate.

For more information and updates on the contest, please visit <http://www.paradigmmall.com.my/>.

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#### **About Paradigm Mall PJ**

Paradigm Mall, strategically located along the LDP (Lebuhraya Damansara-Puchong) Highway in Petaling Jaya, is developed and managed by Jelas Puri Sdn Bhd, a subsidiary of WCT Land Sdn Bhd. The second mall project developed by WCT, it officially opened its doors to the public on 23 May 2012. Based on a contemporary design concept of glass, steel, and timber, the structure stands at an impressive seven storeys high, spanning across 1 million square feet with a total retail space of 320 outlets, offering shoppers 4,300 covered carpark bays. For more information, visit [www.paradigmmall.com.my](http://www.paradigmmall.com.my) or [www.facebook.com/paradigmmall](http://www.facebook.com/paradigmmall)

#### **About WCT Malls Management Sdn Bhd**

WCT Malls Management Sdn Bhd, a subsidiary of WCT Holdings Berhad, was incorporated in 2015 to primarily manage shopping malls under the WCT Group namely Bukit Tinggi Shopping Centre in Klang; Paradigm Mall Petaling Jaya; gateway@klia2 airport mall, and the upcoming Paradigm Mall Johor Bahru. WCT Holdings Berhad is listed on the Main Market of Bursa Malaysia Securities Berhad.