



NEWS RELEASE

All Aboard for the Train Ride to Christmasville!

Paradigm Mall PJ pulls out all the stops for Christmas

PETALING JAYA, 25 NOVEMBER 2017 – The time to be jolly is here again and what better way to celebrate the season of cheer than to drop by Paradigm Mall Petaling Jaya (Paradigm Mall PJ) where an exceptionally spirited Christmas celebration has been planned for all! Let the grand 30 feet tall Christmas tree delight and be the centre of your Christmas cheer, while the children frolic happily in *Christmasville*, located right in the centre of the mall.

Children and adults alike will definitely be delighted with the many Christmas activities in *Christmasville*, a Christmas-inspired village built especially with the festivities in mind. It features tiny cottages which have been decorated with bursts of traditional Christmas decorations like the Christmas nutcrackers, fairy lights, and presents as well as various toys that can be seen all throughout the village. There will also be a Jipangi Ice Cream stand as it would not be Christmas without a tasty treat!

Right next to the ice cream stand, Paradigm Mall PJ's Christmas shoppers will be enthralled with the unique jewellery collection from Trinity Jewellery, a perfect gift for that special someone. As for those with a particularly sweet tooth, do not fret as once the ice cream has been devoured, there is also a CandyStar Cotton Candy stall to ease your Christmas candy craving.

Tan Boon Leong, Centre Manager of Paradigm Mall PJ, said, "We are a neighbourhood mall, and we feel as if each and every festival that we celebrate, it is our very own 'open house'. We love the different festivities and Christmas is one of those holidays we hold close to our hearts. We are very appreciative of our customers as we continue to see them regularly when they do their grocery shopping and the like. Therefore, for this special season, we are pulling out all the stops as we want our customers to feel the Christmas cheer as well as our efforts to take the season of sharing to a new paradigm."

"We are truly celebrating Christmas this year with our massive selection of Christmas themed activities and performances. We want our customers to enjoy each part of the mall for a memorable Christmas with us. There will be games and performances, dancing, carolling and an actual Christmas Orchestra to enhance the spirit of the season," Tan added.

Christmas on the Choo-Choo

Customers can board the **Paradigm Express**, a colourful choo-choo train which will be running from **now to 3 January 2018**. Located on the Upper Atrium, Level UG, the classic train will take

Christmas shoppers around the Christmas clock tower at RM5 per ride. There will also be a **Christmasville Friendship Dance**, starring eight adorable Christmas characters. Patrons of Paradigm Mall PJ will be entertained by the dancers, who will perform **daily at 4.00pm** starting from **25 November till New Year's Day 2018**.

Joy to Music & Santa

To rejoice further in this season of sharing and caring, Christmas celebrations at Paradigm Mall PJ will also feature **Christmas Carollers** who will be singing all throughout the Christmas period, **from 1 December till Christmas Day at 7.30pm to 8.30pm**. While the **Christmas Marching Band** will be giving patrons a treat from 23 - 25 December. The sounds of the band will most definitely lift the Christmas spirit and spread the holiday cheer throughout the mall.

There will be a special Christmas orchestra performance on **25, 30, 31 December and 1 January 2018 at 6.30pm**. The orchestra will feature performers from Clap & Tap Children Orchestra & Wholistic Family Association (WFA) and they will be performing many Christmas classics.

Furthermore, what will Christmas be without the **Santa and Santarina Meet & Greet**, where children will be able to show Santa how nice they have been all year in hopes of a special Christmas treat. Additionally, the mall will also present the **Christmas Art & Craft Workshop**, the **Christmas Kids Dress-up Party**, and the **Family Treasure Hunt**. All these will be happening this Christmas season at Paradigm Mall PJ **every weekend from 25 November 2017 till New Year's Day 2018**.

Bargain hunters will get to enjoy the **Tic Tac Toe Christmas Bazaar** which features toys, gadgets, plants, homemade snacks and many more **every weekend in December 2017 till New Year's Day 2018**.

Taking the spirit of giving to a new paradigm

Not forgetting those less fortunate, Paradigm Mall PJ has conjured a particularly special way to spend Christmas this year, in collaboration with Leo Club PJ Integrity and AFO Radio. Customers have the wonderful option to be a Secret Santa at the mall's "**Be a Secret Santa Charity Programme**" where they will be able to generously donate to children from Rumah Ozanam, Agathians Shelter, TCC Home, Rumah K.I.D.S. and Rumah Kanak-Kanak Trinita. To be a Secret Santa, all one needs to do is pick a "Wish Card" from the Christmas Wishing Tree and fulfil the wish that is stated on the Wish Card. The Secret Santa can then drop off the Gift into a Gift Box located near the Concierge Counter on Level CC.

In addition to being able to reminisce their favourite childhood game, customers will get the opportunity to do a good deed. From **now till 3 January 2018**, Paradigm Mall PJ will be collaborating with Leo Club PJ Integrity to donate 30% of the revenue generated from the **Carnival Games Challenge** to a selection of orphanage homes. At RM5 for four bullets, carnival goers will get to shoot the Nutcrackers and win attractive prizes while giving to charity, which is what the spirit of Christmas is all about!

Christmas Must Have

Customers will also have the joy of redeeming a specially designed **DIY Christmas Music Box** that comes free when a **minimum of RM250** is spent **in two (2) same-day receipts**. There are

three different designs to be collected. These DIY Christmas Music Boxes are redeemable at the Concierge Counter and are available for the first 100 shoppers on weekdays and the first 200 shoppers on weekends.

For more information, please visit www.paradigmmall.com.my. You may also visit the Concierge Counter at Level CC, Paradigm Mall or call the customer service hotline at 03 7801 1188 for further enquiries.

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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 or 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.