



NEWS RELEASE

Taking the Spirit of Christmas to a New Paradigm

PETALING JAYA, 30 NOVEMBER 2017 – Paradigm Mall Petaling Jaya (Paradigm Mall PJ) is embracing the spirit of giving and sharing as it celebrates the launch of its Christmas extravaganza this year. In a unique collaboration with Leo Club PJ Integrity and AFO Radio, the iconic neighbourhood mall spearheaded a fun-filled day-out for some special guests from underprivileged homes within the area.

Throughout the day, 23 guests from TCC Home, Rumah K.I.D.S. and Rumah Kanak-Kanak Triniti aged between 8 to 17 years old participated in a wide range of Christmas-themed activities in *Christmasville*, a Christmas-inspired village built specially for the festive period. Marked by a large 30-foot Christmas tree, the ‘village’ features tiny cottages decorated for the season. *Christmasville* also offers Carnival Games Challenge featuring blast-from-the-past booth games Jipangi Ice Cream stall; Candy Star Cotton Candy stand and Trinity Jewellery booth.

Tan Boon Leong, Centre Manager of Paradigm Mall PJ, said, “We are a neighbourhood mall, and we feel it is our privilege to be able to serve our community over the years. This year is no different, as we continue our efforts in embracing those less fortunate than us. We feel that this activity should be part of our yearly calendar as we take it upon ourselves to take the season of sharing to a new paradigm.”

“This year, we were happy to play host to the wonderful children of TCC Home, Rumah K.I.D.S. and Rumah Kanak-Kanak Triniti and sincerely hope they had a fantastic and memorable time at our mall. We also hope that the good times that they experienced is not just due to the fun-filled programme that we have planned, but also because of the spirit in which this event was organised,” Tan added.

The children had an enjoyable ride to Paradigm Mall PJ courtesy of Grab. Upon their arrival, they were greeted by the management and employees of the mall. They were then treated to some fun activities with AFO Radio, before they were taken on a joyful ride via Paradigm Express, a colourful choo-choo train. They also enjoyed the Christmasville Friendship Dance, starring eight adorable Christmas characters.

Another key highlight was Paradigm Mall PJ presented some Christmas gifts to all the children. Following this merriment, the children and their guardians were taken on an exclusive tour of *Christmasville* and were treated to a scrumptious lunch at Fish & Co.

The Paradigm Express is also available for shoppers from now till 3 January 2018. The express train is located on the Upper Atrium, Level UG and will cost RM5 per ride. Patrons will also be able to enjoy the Christmasville Friendship Dance as it will be performed daily at 4.00pm starting from 25 November till New Year's Day 2018.

In the season of happiness and cheer, the mall will feature Christmas Carollers who will be singing all throughout the Christmas period, from 1 December until Christmas Day at 7.30pm to 8.30pm and 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 energise the entire mall.

There will be special orchestra performances by the Christmas Clap & Tap Children String Orchestra & Wholistic Family Association (WFA), on 25, 30, 31 December and 1 January 2018 at 6.30pm. The orchestra will feature many Christmas classics.

Other Christmas activities that will run throughout this festive season include the Santa and Santarina Meet & Greet, the Christmas Art & Craft Workshop, the Christmas Kids Dress Up Party, the Family Treasure Hunt as well as a Tic Tac Toe Christmas Bazaar. All these will be going on at Paradigm Mall PJ every weekend till New Year's Day 2018.

Paradigm Mall PJ has conjured a particularly special way to spend Christmas this year, in collaboration with Leo Club PJ Integrity and AFO Radio. One particularly special way to spend Christmas this year is to be a Secret Santa at the mall's "Be a Secret Santa Charity Programme" where patrons will be able to generously donate to children from Rumah Ozanam, Agathians Shelter, TCC Home, Rumah K.I.D.S and Rumah Kanak-Kanak Trinititi. 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.

Paradigm Mall PJ will be collaborating with Leo Club PJ Integrity to donate 30% of the revenue generated from the Carnival Games Challenge to children from Rumah Ozanam, Agathians Shelter, TCC Home, Rumah K.I.D.S. and Rumah Kanak-Kanak Trinititi. At RM5 for four bullets, carnival goers will get to shoot the Nutcrackers and win attractive prizes while giving to charity.

Patrons will also get to redeem a 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 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 +60 3 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