

**FOR IMMEDIATE RELEASE**

## **PAVILION KL AWARDS THE BEST SHOPPING GIFT EVER FOR 'DRIVE THE SALE' CAMPAIGN**

**KUALA LUMPUR, 7 SEPTEMBER 2017** – Pavilion Kuala Lumpur today revealed the second LEXUS Winner of the **'DRIVE THE SALE'** campaign, held in conjunction with the 1Malaysia Mega Sale Carnival (1MMSC). In a joyful ceremony, Pavilion KL awarded Ms. Natalie Ler from Kuala Lumpur, the key to a brand new LEXUS IS for the second sale campaign from 15<sup>th</sup> July to 14<sup>th</sup> August 2017.

"I was super shocked to receive the phone call from Pavilion KL management. I thought I'd give it a go after shopping at Lorna Jane and just followed my gut feeling when I guessed the amount of paper bags. I wasn't expecting to win!" commented Ms. Natalie Ler.

The exhilarating 1MMSC campaign sees Pavilion Kuala Lumpur partner with LEXUS to drive shopping to the next level with lots of offers and discounts mall wide, including a special contest where three lucky winners will stand a chance to drive away with three LEXUS worth over RM900,000, including the LEXUS ES, LEXUS IS or LEXUS NX Special Edition. To win, shoppers need to spend RM500 in a single receipt and proceed to the LEXUS Display at Level 3 of the mall to guess correctly the number of shopping bags.

As Ms. Natalie Ler is rewarded with the LEXUS IS, shoppers still have a chance to win one more LEXUS for the remainder of the 1MMSC campaign. Shopping from 15<sup>th</sup> August to 16<sup>th</sup> September will allow shoppers a chance to win the LEXUS NX Special Edition.

To qualify, shoppers need to satisfy the above conditions and proceed to the mall's Self-Service Kiosks at Level 2, 3 or 6 to register for the Contest. The 1MMSC contest is open to all Malaysian residents aged 18 and above.

To enhance the luxury shopping experience in the mall, Lexus will have a pop-up LEXUS Brand Space at Couture Pavilion precinct, Level 3 from now to 16<sup>th</sup> September.

For more information, contact Pavilion KL's Concierge at 03 2118 8833 or visit:

Pavilion KL's website at [www.pavilion-kl.com](http://www.pavilion-kl.com)

Pavilion KL's Facebook page at <http://www.facebook.com/PavilionKL>,

Twitter page at [www.twitter.com/Pavilion\\_KL](http://www.twitter.com/Pavilion_KL),

Instagram account at [www.instagram.com/PavilionKualaLumpur](http://www.instagram.com/PavilionKualaLumpur)

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