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PAVILION KL RISES TO OPULENCE AND WINS GOLD IN THE ICSC 2017 ASIA PACIFIC SHOPPING CENTRE AWARDS

MALAYSIA, Kuala Lumpur, October 23, 2017 – Pavilion KL, Malaysia’s premier shopping destination, has emerged as the Gold winner for the Asia Pacific Shopping Centre Awards Marketing Awards 2017. Organised by the International Council of Shopping Centres (ICSC), the competition recognises the region’s most innovative shopping centres for outstanding achievement in marketing.

Pavilion KL beat over 1,000 entries from the Asia-Pacific region to win the award, receiving accolades for their proactive initiative to present a breathtakingly abundant celebration of record-setting proportions, titled ‘The Rise To Opulence’, in conjunction with the Lunar Year of the Rooster.

Promoting the notion that one’s hard work, passion and blessings will give rise to receiving opulence, Pavilion KL’s grand decorations this Lunar New Year portray the humble Rooster transforming into a Majestic Phoenix, rising high into the sky, full of pride and beauty. Measuring 40 feet in length, 52 feet in width and 12 feet in height on top of Pavilion KL’s Centre Court, this special event successfully heightened Pavillion KL’s position as a key destination for festivals in Malaysia and resulted in excellent publicity coverage.

With a unique concept, Pavilion KL turned the idea into a major fund-raising effort. Over RM500,000, the largest fund raised by any shopping mall for Lunar New Year, through the sale of the “Dance of the Prosperity Rooster” decorative glass plates handmade by Turkish craftsmen and Rooster door-stoppers sewn by the single mother community, to shoppers to raise funds for Old Folks’ Homes nationwide. The annual event fruitfully sustained Pavilion KL’s charity positioning of the mall and also provided tremendous publicity coverage.

“We are very proud to have won this award for Malaysia. We compete against the best malls in the Asia Pacific to gain a competitive edge for our mall industry. Our passion for delivering the best of events and experiences are enjoyed by millions of visitors and we will continue to dream

bigger and do better for the mall and the industry”, says Kung Suan Ai , Marketing Director of Pavilion KL.

The Award was presented to Pavilion KL at the RECon Asia in Bangkok, Thailand. With this win, Pavilion KL qualifies for the 2018 International Council of Shopping Centers (ICSC) Awards, competing against the best marketing campaigns globally and the winner will be announced at the RECon 2018 in Las Vegas.

Pavilion KL’s latest award compliments the mall’s win for ‘The Rise to Opulence’ at the Malaysia Shopping Malls Association’s (PPK) Best Experiential Marketing Awards 2017 earlier in the year and further iterates how the Majestic Phoenix brings abundance to Pavilion KL.

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About Pavilion Kuala Lumpur

Pavilion Kuala Lumpur is an award-winning, world-class mixed-use urban development located in the heart of Bukit Bintang, the shopping district of Malaysia. Pavilion Kuala Lumpur blends the best of the international and local retail world with over 550 stores and eight themed precincts. Attracting over 30 million visitors annually, this premier shopping destination is a duty-free shopping paradise and the defining authority in fashion, dining and urban leisure. Visit www.pavilion-kl.com for updates on the latest trends, offers and events.

About ICSC

ICSC serves the global retail real estate industry. We provide our 70,000+ member network in over 100 countries with invaluable resources, connections and industry insights, and actively work together to shape public policy. For more information about ICSC visit www.icsc.org.