

PAVILION KL CELEBRATES CHINESE NEW YEAR WITH FEAST OF LONGEVITY

KUALA LUMPUR, 12 JANUARY 2016 – This Lunar New Year of the Monkey, Pavilion KL presents a feast of experiences and sweet decorations that are peach-perfect. Aptly themed the “Feast of Longevity”, shoppers can savour the delights of the festivity, enjoy the grand decorations, heart-thumping shows and experience ‘charity at heart’.

At the Bukit Bintang entrance, walk through the ‘Arch of Longevity Peaches’ for a taste of abundance and sweetness. Then stroll down the ‘Steps of Sweet Scents’ where you will enjoy a floral scent-experience, presented for the first time in a mall festival, with partner Sunsilk. Behold the sight of the ‘Auspicious Golden Monkey’, standing 30 feet tall on a mountain of gold and fortune. Toss a coin into the mountain and be bestowed with good luck and fortune throughout the year.

The auspicious Chinese New Year launch delighted mall shoppers, tourists and guests, who were greeted with a ceremonial welcome by eight prosperity lions. Ms Joyce Yap, CEO of Retail, Pavilion KL and Mr Philip Ho, CEO of REIT, Pavilion REIT placed a giant gold coin at the ‘Auspicious Golden Monkey’ to welcome prosperity, longevity and happiness for 2016. The ceremony was followed by a crowd-engaging drum performance by award-winning local arts group ‘Orang Orang’ Drum Theatre.

Community-driven initiatives have always been at the heart of Pavilion KL’s celebrations and this year is no exception. At the event, the Chinese New Year Charity Gallery was unveiled, showcasing the collections of gifts available for shoppers to purchase. There are three collections of gifts to raise funds for Old Folks Homes nationwide and nine special Children Homes, as part of a collaborative effort with APOH (A Piece of Hope).

1. GIFT OF HAPPINESS, RM388

This THREE WISE MONKEY Set is hand-painted by the children of nine special homes* and each set is unique in its design and inspiration. The sale proceeds will be fully donated to the nine homes. (Tax-exempt receipt available upon request)

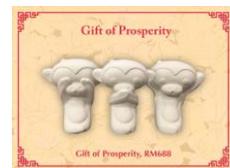


*The nine homes are:

1. Shelter Home For Children
2. Pusat Penjagaan Kanak-Kanak Cacat Taman Megah
3. Persatuan Kanak-Kanak Istimewa Kajang Selangor
4. Yayasan Sunbeams Home
5. Persatuan Kanak-Kanak Istimewa Hulu Langat
6. Persatuan Rumah Kanak-Kanak Ini Disayangi
7. Persatuan Penjagaan Kanak-Kanak Cacat Klang Selangor
8. Rumah Keluarga Kami
9. Persatuan Insan Istimewa Cheras Selangor

2. GIFT OF PROSPERITY, RM688

Limited to 300 sets only, this THREE WISE MONKEY set is exclusively designed. At 8-inches tall, you may personalise your own gift set by painting it. Sale proceeds will be fully donated to the nine homes* (Tax-exempt receipt available upon request)



3. GIFT OF LONGEVITY, RM888

Limited to 200 pieces only exclusively at Pavilion KL, this Franz 'JUNGLE MONKEY' collection porcelain jar is unique and intricate in its design. Sale process will be fully donated to Old Folks Homes nationwide.



Shoppers who are interested to do their part for charity can proceed to the Porte Cochere Concierge at Level 2 or call 03- 2188 8843 for more information.

“Being the talk of town for every festive celebration, we put in great measures to ensure all shoppers have an enjoyable experience here. With the ‘Feast of Longevity’, we present a feast of senses for our shoppers – in the visual decorations, the cheerful music, the delightful exhibitions and the floral scents at the Spanish Steps; so take a moment to indulge while you shop. Special thanks to our festive partners HSBC and Sunsilk for making our celebration extra rewarding,” said Ms Joyce. The launch event ended on an auspicious note with a grand ‘lousang’ at the mall’s Bukit Bintang Entrance, together with shoppers, tourists and media.

Find happiness in your shopping with HSBC, the mall’s festival bank partner. Shoppers will receive an Ang Pow pack with RM300 charged to HSBC credit card or a Crabtree & Evelyn gift

with RM500 charged to HSBC credit card, in a single receipt at specialty stores. For a complete list of rewards and promotions, visit Pavilion KL's website at www.pavilion-kl.com.

For more information, check real-time updates on Pavilion Kuala Lumpur's Facebook page <http://www.facebook.com/PavilionKL>, Twitter page at www.twitter.com/Pavilion_KL, Instagram account www.instagram.com/PavilionKualaLumpur or contact Pavilion Kuala Lumpur's Concierge at 03 2118-8833.

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Feast of Longevity Festivities

International Peach Festival

Discover the best of the imported peach products and witness century-old art demonstrations such as peach wood engraving, calligraphy and more.

Now – 22 Feb 2016
Centre Court, Level 2

Fresh Flower and Plant Market

Feast on a wide selection of Chinese New Year fresh flowers and plants, great for home decorations and good fortune.

23 Jan – 1 Feb 2016
Bukit Bintang Entrance, Level 3

Exclusively for HSBC Credit Cardmembers

Enjoy 10% off at the international Peach Festival (except for food items) and the Flower Market. Terms and conditions apply.

Festive Shows

Enjoy exciting shows designed to engage your senses at the Centre Court, Level 2.*

Acrobatic Lion Dance

17, 24-25, 31 Jan & 1, 7-9, 14, 21 Feb | 3pm
16, 23, 30 Jan & 6, 13, 20 Feb | 6pm

Orang Orang Drum Theatre

Saturday | 3pm & Sunday | 6pm

Chinese Instrumental Performance

Every Monday – Friday | 2pm & 8pm

Best of Melodies Night with Parkson

28 Jan | 6pm

PAVILION

KUALA LUMPUR

God of Prosperity Meet & Greet

16-17, 23-25, 30-31 Jan | 2pm & 5pm
1, 6-9, 13-14, 20-21 Feb | 2pm & 5pm

8th Anniversary Celebration

31 Jan 2016 – all are welcome

Chap Goh Meh Celebration

22 Feb 2016 – all are welcome

*Events are subject to change without prior notice

Prosperity Gifts

Receive an Ang Pow pack with RM500 spent in a single receipt at specialty stores.

HSBC Happiness Rewards

Receive an Ang Pow pack with RM300 charged to HSBC credit card or receive a Crabtree & Evelyn gift with RM500 charged in a single receipt at specialty stores.

Exclusive LIULI Crystals

Win one of three LIULI Crystals with RM500 spent in a single receipt at specialty stores or RM250 at Fashion Avenue Precinct from now till 31 January 2016.

The above promotions are available from 11 January to 22 February 2016, unless stated otherwise. Terms and conditions apply for all the above. Please visit website www.pavilion-kl.com for more info.

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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.