

## NEWS CLIPPING

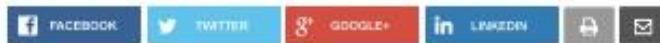
Event	CUDDLY HEROES UP FOR GRABS
Publication	THE STAR ONLINE
Page/ Section	COMMUNITY
Date	12 DECEMBER 2015
Time	

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Saturday, 12 December 2015

# Cuddly heroes up for grabs

BY EMILY K.



Brown (left) and Navestram launching 7-Eleven's new collectibles series 'The Justice League Supahiro Bear Collection' loyalty programme.



Malaysia's largest convenience store 7-Eleven has launched yet another series of collectibles: The Justice League Supahiro Bear Collection loyalty programme.

Held until Feb 1 next year, the campaign offers redeemers 11 different superhero and villain characters, such as Superman, Batman, Flash, Wonder Woman, The Joker and Catwoman.

7-Eleven Malaysia chief executive officer Gary Brown said the campaign was launched following the success of the Swarovski Crystals Charm campaign.

"We believe this exclusive loyalty programme will satisfy our customers' expectations as the collection is of high quality and features famous superheroes," said Brown.

He added that the exclusivity of the bears and it being a DC Comics licensed product made the collection a must-have.

At the same time, collectors can also do their part for a good cause.

"While promoting our adorable Supahiro Bear collection, we also wish to include a corporate social responsibility benefit and we thought, 'Why don't we invite everyone to be a Supahiro?'" said Brown.

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For each Supahiro bear redeemed and its photo posted on social media using hashtags #CWSMalaysia, #Supahiro and #7ElevenMY, 7-Eleven would contribute RM1 towards Children's Wish Society of Malaysia's noble cause to fulfil the wishes of terminally ill children.

"We are hopeful at least RM30,000 will be raised for the non-profit organisation at the end of the programme," Brown added.

Each of the highly exclusive and first-of-its-kind collectibles will come in individual blind packs to add to the element of fun and surprise for collectors.

To collect a bear, customers need to collect 24 programme stickers where one sticker will be awarded for every RM5 spent on selected items.

A bonus sticker will be rewarded if customers buys items from the list of preferred products.

To entice customers to get the collectibles, there is a limited edition mystery character up for grabs at its stores nationwide.

In addition, 7-Eleven Malaysia is also seeking to be a superhero with its "Let us be a Supahiro" Facebook contest where collectors are required to pose with their Supahiro bear in a creative way along with their wish in less than 20 words, and share it on 7-Eleven Malaysia's official Facebook page.

The most creative entries will have their wishes fulfilled.

7-Eleven Malaysia is the largest standalone convenience store chain nationwide, with more than 1,900 outlets across the country.

For details, visit [www.7eleven.com.my](http://www.7eleven.com.my) or follow 7ElevenMalaysia on Facebook and LINE.