

## NEWS CLIPPING

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# A Majig-cal attraction

DC COMICS fans can add to their official merchandise collection with the release of 7-Eleven Malaysia's "Justice League Majig" loyalty programme.

### HEROES AND VILLAINS

The campaign offers 16 "revealed" and three "mystery" Majig (magnet jigsaw) pieces to collect, featuring characters from the movie *Justice League*. These include Wonder Woman, Batman, Superman and iconic super villains like Harley Quinn, The Joker and Poison Ivy, to name a few.

Each Majig piece comes in a "blind pack" for an added element of surprise. Once all 19 pieces are redeemed, fans can proudly display their entire magnetic collection of DC Comics' icons for all to see.

Spend a minimum of RM5 on a single receipt at 7-Eleven and receive one programme sticker. A bonus sticker is earned if purchase includes products from preferred partners. **A total of eight stickers is required to redeem one blind**



pack, available now until Feb 12. Stickers will be issued until Feb 5.

### SHARE THE MAJIG

At the launch of the loyalty programme, 7-Eleven Malaysia deputy CEO Hishammudin Hasan quoted philanthropist and author W. Clement Stone in his speech: "If you are really thankful, what do you do? You share."

He said that the simple quote reflects 7-Eleven's corporate belief

in giving back to the community at every opportunity it can. It was also the reason for the gathering, besides the programme launch – a collaboration with The National Autism Society of Malaysia (Nasom). The aim of the loyalty programme: to encourage 7-Eleven patrons to "share their majig".

Snap a photo of your redeemed Majig set, share it on Facebook or Instagram with the hashtags #NASOM, #JLMAJIG and #7ElevenMY, and 7-Eleven Malaysia will donate RM7 to Nasom, channelled towards its public awareness initiatives.

### HEADS UP

Look out for a ticket in your blind pack. **Lucky fans who find a ticket in their pack will be able to participate in the "Match the Ticket" contest, which runs until Feb 5.**

Log on to 7-Eleven Malaysia's official website, key in the ticket number and your contact details under the "What's New: Contests" tab. Winners will be announced on 7-Eleven Malaysia's Facebook page at the end of the contest period.



Above: Hishammuddin (left) and Nasom vice-chairman Datuk Chua Chong Wah launch the 'Justice League Majig' programme. Top, right: With Nasom Maestro who performed at the launch.