

## NEWS CLIPPING

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# Slurp your way to prizes galore

EARN yourself a chance to win prizes worth up to RM72,000 with the 7-Eleven Malaysia's The Slurpee Siku Challenge, from now till Jan 29.

Just buy a Slurpee of any size from 7-Eleven stores and shoot the most creative seven-second video of yourself slurping on the drink while using only your elbows to hold the cup.

Post your feat on Instagram or Facebook set to public, with the hashtags #TheSlurpeeSikuChallenge, #MitsubishiElectric, and #7ElevenMY to complete the submission. Don't forget to keep your drink receipt!

7-Eleven Malaysia marketing general manager Ronan Lee said: "It has always been interesting to view our fans' extent of creativity, and we look forward to plenty of fun and zany entries.

"We initiated the challenge for our fans to show us how they enjoy Slurpee in the most creative manner using only their elbows. And what better way to taste sweet victory than with the Coolest Drink on Earth!"

The winner with the most impressive submission will walk home with prizes worth RM25,000, consisting of a Mitsubishi LX Grande



(from left) Lee and Wong at the launch of The Slurpee Siku Challenge.

Fridge 630L, three units of Mitsubishi Kirigamine Air Conditioner 1.5hp, and one Apple iPhone X (64GB).

Seven special prize winners will each take home one Mitsubishi LX Grande Fridge 630L, while 20 consolation prize winners will receive one Mitsubishi Electric Living Fan (LV 16 GU).

Mitsubishi Electric Sales Malaysia marketing manager Gordon Wong said: "We are delighted with our

partnership with the No.1 convenience store in Malaysia.

"Our innovative products incorporate the latest technological advances but with competitive pricing, and our association with Slurpee, the World's Coolest Drink, is spot-on as our products are all about keeping one cool."

For more, visit the 7-Eleven Malaysia Facebook page or website.