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7-Eleven's cuddly collection

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[Print](#) ^[1]



[2]

7-ELEVEN has launched its limited edition Bolario Bears Collection loyalty campaign to celebrate the beautiful game.

The ceremonial launch was conducted at Zoo Negara, near the Malayan sun bears' enclosure. Promising to be bigger and better than its successful Hello Kitty programme last year (2013), the Bolario Bears Collection campaign will run from May 6 until June 30, throughout the entire chain of 1,592 7-Eleven stores nationwide.

Speaking at the launch 7-Eleven deputy CEO Gary Brown explained that the campaign was inspired by the humble, adorable bear. "We went on this slant and combined it with the beautiful game. With footy fanaticism expected to reach 'fever' pitch this year, we took the opportunity to merge these two favourites thereby coming up with our own Bolario Bears."

All 12 unique Bolario Bears will be attired in rubber boots and jerseys representing a World Cup nation, an additional special edition bear representing a mystery nation only available in June.

Start your Bolario Bear collection by making purchases at any 7-Eleven outlet during the eight-week promotional period. Customers will be rewarded with one programme sticker for every RM5 spent (in a single receipt) on selected purchases from 7-Eleven. Purchases of partnering brand items will be entitled to bonus stickers.

Collect 20 stickers and redeem the free Bolario Bear. Customers can choose to top-up an additional RM7.90 once 10 campaign stickers are collected, to speed up the redemption.

Combining efforts with the Malaysian Zoological Society (the non-profit organisation which manages Zoo Negara), 7-Eleven will contribute RM0.10 to the zoo's Malayan Sun Bear Conservation and Education Fund, for each Bolario Bear redeemed. Brown's ambitions is to "Raise more than RM30,000 in aid of the Malayan sun bear's conservation and awareness programmes," through this campaign .

President of the Malaysian Zoological Society Datuk Zaharin Md Arif, was impressed about 7-Eleven's initiative, and CSR efforts. "The Malayan sun bear is an endangered species. Two major areas which threaten its extinction is loss of its habitat and commercial hunting or poaching. Through 7-Eleven's campaign, not only does one get to collect a cute plush toy, but one is also doing a noble deed, assisting in the plight of the endangered sun bears," said Zaharin.

For more information about the Bolario Bear Collection campaign and other exclusive football related promotions such as the "Selfie Cup" contest, visit 7-Eleven's official Facebook page.

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[2] http://www.thesundaily.my/sites/default/files/thesun/Catalogue/Bolario_Bear_c1038720_1457_974.jpg