

Bear collectibles for a cause by yasmin ramlan



(From left) Brown, 7-Eleven Malaysia executive editor U-Ming Tan, Zaharin and Zoo Negara vice-president Rosly Rahmat Ahmat Lana at the launch of the Bolario Bear Collection in Zoo Negara.

IN conjunction with the upcoming World Cup 2014, 7-Eleven Malaysia has introduced its latest loyalty programme — the Bolario Bear Collection.

The exclusive range of collectibles comes with 12 different characters, with 11 representing top football nations and one manager.

Each bear comes with its own personalised jersey that has a national icon of the country featured on the back.

Moreover, there will be a limited edition mystery Bolario Bear that will be made available in early June.

Customers will have to collect 20 stickers to redeem one Bolario Bear during the loyalty campaign from now till June 30.

Customers will be rewarded with one sticker for every RM5 with any purchase of items at 7-Eleven, except cigarettes and mobile prepaid reloads.

A bonus sticker will be rewarded if the purchase includes items from 37 preferred partners.

Among the preferred brands are Cadbury, Dutch Lady, 100 Plus, Nescafe, High 5, Lipton, Marigold, Yeo's, Tong Garden and Listerine.

Customers may also choose to top up an additional RM7.90 once they have collected 10 stickers to speed up the redemption.

During the launch in Zoo Negara recently, 7-Eleven Malaysia deputy chief executive officer Gary Brown said the convenience store chain listened to its customers' and strived to meet their needs.

"We are pleased to introduce Bolario Bear as a follow-up to our eventful Hello Kitty programme last year. We believe these cute and sporty characters will be a hit among our customers," Brown said.

Apart from collecting the exclusive Bolario Bears, customers are indirectly doing their bit for charity, as 10sen will be channelled to Zoo Negara's Malayan Sun Bear Conservation and Education Fund for every Bolario Bear redeemed.

Zoo Negara president Datuk Zaharin Md Arif said the Malayan Sun Bear was on the endangered list due to rapid loss of habitat.

"We believe that by educating the future generation from a young age, they will be able to appreciate and conserve wildlife species.

"At the same time, it will create awareness on animal welfare, conservation and habitat protection," he added.