

Slurpee lovers get creative

> 7-Eleven Malaysia awards winners with most creative Slurpee cup

THE 7-Eleven Malaysia "Bring Your Own" Cup Day 2014 culminated with a prize-giving ceremony recently. Aptly, the contest winners received GoPro and Fujifilm Instax cameras for taking part in the photo contest in conjunction with 7-Eleven Malaysia's 30th birthday celebration.

7-Eleven Malaysia CEO Gary Brown presented the prizes to the winners, some who had travelled from other states to attend the event.

One of the grand-prize winners Diep So Binh shared: "I was inspired by my daughters as they enjoy taking creatively styled shots. Even so, we initially didn't plan to submit our entries. However, when we received many 'likes' from our friends from posting the photo on our page, we submitted officially just for the fun of it. I certainly didn't expect to win at all as I saw so many creative entries on 7-Eleven Malaysia Facebook page but now I'm going home with a GoPro camera with which I can create more memories with my daughters!"

BYO Cup Day has been an annual event since 2012 which calls on Slurpee lovers to enjoy their favourite frozen drink in any container they chose for only RM2.20 per fill. Meanwhile, to participate in the Bring Your Own Cup Day 2014 contest, participants



Brown with grand-prize winners (from left) Morjhan Mohamad, Ewe Chor Teik, Sheril Aishah Kamarudin, Diep So Binh, Mohamad Farhan Ali and Raja Muhammad Rafiq Raja Jaafar.

were required to "like" the 7-Eleven Malaysia Facebook page, snap a photo of their most creative Slurpee "cup" with the hashtags #7ElevenMy #BYOCupMy and share them on 7-Eleven Malaysia's Facebook page.

The contest received massive response, with more than 3,400 entries including videos and pictures

of unique "cups" that showcased participants' creativity in enjoying Slurpee. The contestants were first shortlisted to 50 based on unique and creative entries. Out of the shortlist, 10 grand-prize and 20 consolation-prize winners were selected as the most creative Slurpee "cup".

Brown said, the BYO Cup prize giving ceremony is great way to end 2014 which has been an eventful year for 7-Eleven with the roll out of their new and refurbished store concept and also the exciting campaigns, contests and events which generated overwhelming response from their consumers.

"We are already looking forward to the new year ahead as we have many more campaigns and events lined up for 2015, so please anticipate more wonderful things to come!"

For more information, please visit 7-Eleven Malaysia Facebook page.