

# Slurpee-licious treat

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AS an appreciative gesture of the support from *theSun* newspaper, 7-Eleven Malaysia recently parked their eye-catching Slurpee truck at *theSun* premises and presented 200 free Tutti Frutti flavoured Slurpees to its employees.

The delicious frozen, flavoured drink was welcomed, a well-needed treat on a hot and busy day. To add further excitement, 11 staff got to take part in a "brain freeze challenge" where they had to gulp down their Slurpees as fast as they could. All game participants received exclusive 7-Eleven merchandise while the winning contestant got to take home additional 7-Eleven merchandise and including two Rilakkuma tumblers.

"We have been blessed with 31 wonderful years of being in the retail industry and as the No. 1 convenience retail chain store in Malaysia.

"Our media partners have played a significant role in our success today, with their strong support over the years.

"To show our appreciation to all our media partners, we decided to say thanks in person, by meeting the media members at their offices.

"We decided to treat them to Malaysia's favourite frozen drink, our signature Slurpee, and daring them to take on our brain freeze challenge," said 7-Eleven Malaysia CEO Gary Brown.

The treat was refreshing indeed and the challenge brought much fun and laughter.



7-Eleven Malaysia PR executive Suhaila Sariffuddin with *theSun*'s Dev Darshan, who won the Slurpee 'brain freeze' challenge.