

NEWS CLIPPING

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Snack to win

FORGET the waistline, hide the weighing scales and attack the snacks to win two VIP tickets to catch Maroon 5 live in Manila. This awesome payoff is inclusive of a three-day, two-night stay and return flight made possible with 7-Eleven's "Snack More, Win More" contest. Open to all 7-Eleven customers nationwide from now until Aug 10, simply follow these three easy steps to win the grand prize or other winnings, amounting to more than RM60,000.

Step 1: Spend RM5 and above excluding tobacco, reloads, gift cards and bill payments in a single receipt to be eligible to submit one contest entry. If there is a partner product such as Jack 'n Jill within the purchase, one is entitled to an additional bonus entry.

Step 2: Take a creative shot while enjoying your favourite snack from 7-Eleven Malaysia.

Step 3: Collage your photo with a valid transaction receipt and then upload it on 7-Eleven Malaysia Official Facebook Page with the hashtags, #7ElevenMY and #SnackMoreWinMore.

Participants can submit as many entries as they wish. Remember that purchasing a "partner product" such as Jack 'n Jill Potato Chips, Roller Coaster potato rings or NIPS peanut-coated chocolate entitles you to an additional bonus entry.

"We at 7-Eleven Malaysia will always strive to live up to our tagline, Always There For You, as we continue to roll out more innovative and out-of-the-box contests and promotions for our loyal customers," said 7-Eleven Malaysia general manager Ronan Lee.

So, take advantage of this exciting contest and walk away a winner by simply snacking more to win more.



(From left): Lee with marketing manager Joanne Koh, URC Snack Foods modern trade manager Lim Lit Way and national modern trade manager Raymond Teoh at the campaign launch.