

**NEWS CLIPPING**

<b>EVENT:</b>	A CHARMING CAUSE
<b>PUBLICATION:</b>	THE SUN
<b>PAGE/ SECTION:</b>	BUSINESS
<b>DATE:</b>	TUESDAY, 15 SEPTEMBER 2015
<b>TIME:</b>	-

## A charming cause

7-ELEVEN Malaysia recently announced the Crystals Charm Collection, its latest loyalty programme that rewards loyal customers and aids the cause of the PRIDE Foundation.

The Crystals Charm Collection consists of 14 different 2D and 3D designs, embellished with a 100% genuine Swarovski crystal. Among the designs customers can look forward to are Queen Goblet, Dolphie, Tote My Heart, Cinderella, a limited-edition 7-Eleven logo and a mystery charm.

To participate, customers will need to make a minimum purchase of RM6 to be entitled to one sticker. Purchases that include products from preferred partners will receive a bonus sticker. Accumulate a total of 15 stickers to redeem one Crystals Charm, which comes in a blind pack to add to the excitement and element of surprise. The lucky customers to



(From left) PRIDE Foundation Malaysia CEO Aeron Munajat, adviser Nasirah, breast cancer survivors of PRIDE Foundation and Tan.

receive the limited-edition 7-Eleven logo charm will stand a chance to win additional cash prizes.

Besides reliving the childhood charm bracelet frenzy, customers will also be spreading awareness on breast cancer and funding PRIDE Foundation's various outreach programmes when they share a photo of their latest charm on Facebook and Instagram.

"7-Eleven Malaysia will be contributing RM1 towards PRIDE Foundation, to aid their efforts in educating and raising awareness of breast cancer, whenever an image of the Crystals

Charm is shared via Facebook or Instagram with the hashtags #PrideMalaysia, #CrystalsCharm and #7ElevenMY as part of our corporate philosophy of giving back to the community it operates in," said 7-Eleven Malaysia executive director Tan U-Ming.

"As a start, we have already committed a minimum contribution of RM30,000 to the fund. If more people collect and share images of their charms, the more our contribution would be. So begin collecting today!" added Tan.

Kick off your Crystals Charm Collection with a starter bracelet, pre-packed with an exclusive panda-shaped Crystals Charm for only RM14.90. The campaign will run until Oct 9. For more information, log on to the 7-Eleven Malaysia official website or visit your nearest 7-Eleven store.

