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For a noble cause: Arron (left), foundation advisor Nazrah Anis (second from left) and Tan (right) with breast cancer survivors at the launch of the Crystals Charm Collection campaign.

Charming way to do good

Company donates RM1 for every photo of crystal charm on Facebook and Instagram to foundation

story by
EMILY K.



emilyk@thestar.com.my

FANS of collectibles should definitely look out for 7-Eleven's Crystal Charms Collection loyalty programme.

7-Eleven Malaysia Holdings Bhd executive director Tan U-Ming said the programme was being held in collaboration with charitable body Pride Foundation to support efforts to educate and advocate the importance of

early detection of breast cancer.

The campaign runs until Nov 9 and rewards purchasers with stickers that can be collected and exchanged for 14 different designs of charms embellished with Swarovski crystals.

"Having a great big promotion is wonderful, but we also seek to give back to noble causes.

"To strengthen the meaningfulness of this partnership, we've even created a special Pink Ribbon charm to further support our partner's cause," Tan said.

The company will be contributing RM1 towards Pride Foundation efforts for every photo of the crystal charms shared on Facebook or Instagram with the hashtags #PrideMalaysia, #CrystalsCharms and #7ElevenMY.

"Not only do our customers get to collect these special charms, they'll also be doing good," Tan said, adding that he was hopeful that at least RM30,000 would be raised by the end of the campaign.

The charm collection includes designs popular with women such as a teddy bear,

cat and dolphin.

To receive a charm, customers need to collect 15 stickers. One sticker is awarded for every RM6 worth of selected items from the convenience store chain.

A bonus sticker will also be given if customers purchase items from a list of preferred products.

Customers may begin their collection with the purchase of a starter bracelet with an exclusive panda charm for RM14.90, while stocks last.

"We're delighted with the initiative and support by 7-Eleven's Crystal Charms collection campaign. We hope the campaign will boost awareness about the importance of early detection in breast cancer," said Pride Foundation chief executive officer Arron Murajat.

Pride Foundation is a charity body that aims to enhance awareness efforts and improve accessibility to treatment and care of breast cancer in all levels of society.

For details, visit www.7eleven.com.my or follow 7ElevenMalaysia on Facebook and LINE.