

NEWS CLIPPING

Event	7 ELEVEN SUPAHIRO ROLE MODELS
Publication	THE SUN DAILY
Page/ Section	MEDIA & MARKETING
Date	18 DECEMBER 2015
Time	

7-ELEVEN ends the year with a bang launching its exclusive Justice League "Supahiro Bear" collection. Hot on the heels of the successful Crystal Charms campaign, the Supahiro Bear collection will aid in fulfilling the wishes of terminally-ill children registered with the Children's Wish Society of Malaysia (CWSM).

The Supahiro Bear collection consists of beloved "superheroes and super-villains" from DC Comics' Justice League series. The bears come in costumes bearing Batman, Superman, Superwoman, Wonder Woman, The Flash, Green Lantern, Cyborg, Catwoman, The Joker, and Harley Quinn, along with a mystery Supahiro Bear! Both children and adults are sure to be taken up with these cute and cuddly soft-toy bears.

With every RM5 worth of purchases made at any 7-Eleven store nationwide, customers will receive one programme sticker. Gain a bonus programme sticker on purchase of any 7-Eleven preferred partners' products. With a collection of 24 stickers, redeem one Justice League Supahiro Bear blind pack.

Customers can be an everyday superhero as well when they snap a photo of their collected Supahiro Bear and upload it on Facebook and Instagram, captioned with #CWSMMalaysia, #Supahiro and #7ElevenMY. For every correctly hashtagged photo, RM1 will be contributed to the CWSM.

7-Eleven Supahiro role models

> Cute and cuddly 'superhero' bears to collect and contribute to teens with cancer



Navaratnam (left) and Brown with the children who had their wishes fulfilled.

During the campaign launch, while the cuddly bears were supposed to be the main stars, the children who were to have their wishes granted by CWSM stole the limelight.

The six teens stricken with late-stage cancer received the items they had wished for along with

Supahiro bears and watches.

Speaking at the launch, CWSM president Tan Sri Dr R. V. Navaratnam extended his appreciation for the partnership with 7-Eleven. "Since the inception of CWSM in 2008, we have fulfilled

over 600 wishes. However, the number of applicants has doubled in the last two years." He also shared about the average cost of fulfilling a wish, which is about RM5,000. "We want to do more, which is why we need the help of

the public to help us grant these wishes," Navaratnam added.

According to 7-Eleven Malaysia CEO Gary Brown, the Justice League Supahiro Bear collection is made of high quality material and is a DC Comics licensed product, making it the "must-have" collectible of the year.

"I would like to personally thank our supply partners and customers for their continuous support. The launch of the Justice League Supahiro Bear collection is in response to the wishes of our customers who requested for more loyalty programmes. To this I say, your wish has been granted!" said Brown.

7-Eleven customers are in for more surprises, as the "Let us be a Supahiro" Facebook contest will allow 7-Eleven to fulfil a wish for you! After redeeming your very own Justice League Supahiro Bear, pose creatively with your Supahiro Bear and upload it onto 7-Eleven Malaysia's official Facebook page. In the caption, state your wish in not more than 20 words and you may just have your wish fulfilled!

The Justice League Supahiro Bear campaign and "Let us be a Supahiro" Facebook contest will run from Dec 8, 2015 to Feb 1, 2016. For more information, log on to <http://www.7eleven.com.my/>