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Get Aktif with Smurfs contest for 7-Eleven customers

KUALA LUMPUR: Loyal customers are in for a treat as 7-Eleven Malaysia's latest initiative involves an online photo contest, "Get Aktif with Smurfs", with RM50,000 worth of prizes up for grabs.

The contest is open to all 7-Eleven customers and submission period begins now till May 1, 2017, according to a statement by [RedHot Media Sdn Bhd](#).

Customers are required to purchase a minimum of RM5 in a single receipt of 7-Eleven's range of Aktif brand labelled water products, be it mineral or drinking water.

Collage the receipt with a creative photograph of anything blue, and post it publicly on personal Facebook or Instagram with the hashtags #AktifSmurfs and #7ElevenMY.

Participants could increase their chances of winning by posting more entries, the statement added.

The most creative entry winner will be rewarded an exciting 7 days 6 nights' trip for two to Belgium and Amsterdam including a visit to Smurfs Museum of Brussels worth up to RM20,000.

The next best 100 entries will each receive a Limited Edition Scooter from Smurfs: The Lost Village worth RM300 each.

"Our loyal customers are a priority and the reason we live up to our tagline, "Always There For You," said Ronan Lee, General Marketing Manager, 7-Eleven Malaysia Holdings Bhd, who added that the photo contest would view the extent of the fans' creativity which would be interesting to watch.

As for Sony Pictures Malaysia Marketing Manager, Catherine Chai, she said, "We are delighted with our partnership with the number one convenience store chain in the country to celebrate Smurfs: The Lost Village which will be released in cinemas, nationwide, on April 6, 2017".