

ALL BUSINESS DAILY

# The Malaysian Reserve

Monday, 15 February 2021

## Suria KLCC goes red this Chinese New Year



**CHINESE** New Year (CNY) celebration this year may not be as exciting but its auspicious aura can still be felt across the city, especially at the Suria KLCC Shopping Mall, taking on hues of red all over to welcome the Year of the Ox.

Now that some of the retail sectors are open, visitors could perhaps take a moment at the centre court, which has been transformed into a stunning Chinese-inspired garden, with alluring red lanterns and cherry blossom trees to mesmerise visitors that walk through its doors.

Suria KLCC Sdn Bhd CEO Andrew Brien said despite the nation currently observing the ongoing Movement Control Order, no effort is spared to make the mall a great place to enliven the CNY atmosphere in a manner befitting of the important celebration, while keeping to its enhanced safety precautions and sanitising routines.

“The Year of the Ox will be marked with exuberance at Suria KLCC, be it through the physical transformation of the mall or the exciting online CNY activities to keep our shoppers engaged during the MCO as we usher in yet another auspicious year.

“Shoppers can be rest assured that we are doing our best to bring the cheers after everyone took the time to reflect on the year that has just gone by,” Brien said.

He added that he is confident shoppers would be impressed and appreciate the work that went into the specially designed decorations.

He also assured shoppers that the mall will be safe and continue with its high standards of cleanliness.

Additionally, to keep up its engagement with shoppers, the mall has prepared virtual contests and activities, including the Lucky Ox contest, Augmented Reality Lion Dance, “Share To Win” and a shoppers reward programme.

Brien said Suria KLCC will also focus on the nation’s frontliner who have dedicated their time and effort willingly into battling the deadly Covid-19 virus since the pandemic hit last year.

“Our frontliners are working tirelessly to protect us. Suria KLCC has pledged to recognise these frontliners for their immense sacrifice, invaluable dedication, commitment and steadfast effort in managing the situations during this unprecedented time,” he said.

He added that the mall will be donating food worth RM15,000 to frontliners at the Sungai Buloh Hospital.

“These consist of beverages such as coffee, tea and Milo, as well as an assortment of biscuits and cup noodles as these items are really in demand given that our medical frontliners don’t really have time or the convenience to sit down and enjoy a proper meal,” he said, adding that the group will continue to see the kind of assistance that it can provide in the future.

“We recognise that the year ahead will not be an easy one for many of us, and our CNY decorations, activities and goodies, along with our corporate social responsibility initiative for our frontliners, are part of what the mall is doing to bring some cheer to the people.

“We wish all our shoppers a blessed Year of the Ox and may everyone remain calm and safe for the months ahead,” Brien said.

(Source: <https://themalaysianreserve.com/2021/02/11/suria-klcc-goes-red-this-chinese-new-year/>)