



PRESS RELEASE

For Immediate Release

Hip-Hop With Santa At Kenanga Wholesale City This December
Malaysia's 1st Fashion Wholesale Mall Rolls Out A Hip-Hoppin' X'mas

Kuala Lumpur, Thursday, 8 December 2011 – Bling it on this holiday season and step up to fashion's latest beat. Kenanga Wholesale City (KWC), Malaysia's 1st fashion wholesale mall, is hip-hoppin' and hip-happenin' with activities, promotions and redemptions for all its shoppers. For the entire month of December, catch Santa Claus and Santarina break-dancers, rock performances, carolers and mysterious walking Christmas trees to spread the spirit of the season.

Offering the latest fashion trends at wholesale prices, KWC is the ideal place to hunt down the trendiest party outfits as well as shop for Christmas presents with your friends and family.

"Christmas is about sharing and expressing your love with your friends and family. KWC offers the latest trends in fashion and accessories at attractive wholesale prices, all under one roof, making it an ideal shopping destination for you and your favorite people. Besides, loads of trendy Christmas activities are happening throughout December. Just like the fashion on offer, KWC is hip and happening so hurry over!" says Ms Angeline Yee, Centre Manager of Kenanga Wholesale City Sdn Bhd.

This Christmas, KWC also offers shoppers the chance to donate to the Women's Aid Organisation in the Tree of Hope. With just RM8, shoppers get to take home a cuddly souvenir with proceeds going to the charity.

Find a full listing below of the exciting activities at KWC this December!

KWC Funky Punky Watch Redemption

Spend over RM200 in maximum two (2) accumulated receipts and redeem a free KWC Funky Punky Watch worth RM19.90. Get this fashionable Christmas gift for this Christmas at Customer Service Counter, Ground Floor.

UOB Bank Recycled Bag Redemption

Go Green and say no to plastic shopping bags. Spend over RM300 in a single receipt using any credit card and redeem a free UOB Bank recycled shopping bag from the UOB Bank counter.



Tree of Hope

Donate RM8 in order to redeem a cuddly soft toy souvenir and each donor will be given a chance to share wishes by replacing the souvenir on the tree with their handwritten greeting cards. This activity will be held from 2 December 2011 to 1 January 2012, between 12pm to 6pm.

The proceeds from the Tree of Hope will benefit the Women's Aid Organisation (WAO). On top of that, Kenanga Wholesale City Sdn Bhd will match each donation received in an effort to raise awareness against domestic violence.

About Women's Aid Organisation

The Women's Aid Organisation (WAO) is a non-profit, non-religious and independent organisation with a vision to create a society that persist the principles of gender equality since 1979. WAO's mission is to promote and create respect, protection and fulfilment of equal rights for women and to work towards the elimination of discrimination against women, and to bring about equality between women and men. WAO is involved in public education to create awareness of Violence Against Women and women's rights, and does advocacy on legal reform, in particular, policies and laws that discriminate against women.

WAO provides shelter to battered women and their children, single and pregnant women, abused migrant women and trafficked women at the Refuge. WAO also offers face-to-face counseling, telephone counseling and legal advice to women in need of support. At the WAO Child Care Centre, children of domestic violence survivors are given a safe space a safe home, education, clothes, food and a good support system to help them start their healing process away from the violence. For more information about WAO, please visit www.wao.org.my.

Event Schedule

Date	Activities	Venue
8, 10,11, 24, 25, 31 Dec 2011, 1 Jan 2012	Santa Break-dancing	Main Entrance, Ground Floor
8, 10,11, 24, 25, 31 Dec 2011, 1 Jan 2012	Christmas Rock Band	Centre Court, Lower Ground Floor
3, 4, 8, 17, 18 Dec	KWC Walking Christmas Tree	Entrances, Ground Floor
3, 4, 8,10, 11, 17, 18, 24, 25 Dec	Santa Claus & Santarina Walkabout	Around the Mall
3, 4, 10, 11, 17, 18, 24, 25 Dec	Photography session with Santa Claus & Santarina	Centre Court, Lower Ground Floor
3, 4, 9, 16, 18, 23 Dec	Christmas Caroling	Around the Mall
17 Dec	Christmas Character Impersonation & Talent Contest	Centre Court, Lower Ground Floor



For further information, kindly log onto <http://www.kenangacity.com.my/> or visit the Facebook Fanpage at <http://www.facebook.com/KenangaWholesaleCityKL>. The operating hour is from 10am to 8pm.

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About Kenanga Wholesale City

Kenanga Wholesale City is Malaysia's first one-stop fashion wholesale shopping centre that brings together a large and comprehensive directory of businesses - fashion, accessories, shoes, gifts, stationery and other lifestyle products, all under one roof.

With more than 800 lots and 500,000 sq ft of net lettable retail space, Kenanga Wholesale City offers an exciting variety of merchandise. Whilst dedicated to mostly wholesale business, Kenanga Wholesale City also functions as a retail shopping mall with full amenities catering to business convenience with F&B outlets, event spaces, banking and a host of other business services.

About the Developer

The Kha Seng Group Of Companies

The Force Behind Kenanga Wholesale City

The developer, Kenanga Wholesale City Sdn Bhd, is a part of the Kha Seng Group, a fast-growing conglomerate with a strength and proven track record in conceptualizing, developing and managing niche retail property development.

The Group's retail projects in Kuala Lumpur include the award-winning Central Market, an art deco heritage building that has been transformed into a cultural market and the redevelopment of Viva Home Shopping Centre, a home, lifestyle and entertainment shopping centre located in the heart of Kuala Lumpur.

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