



**PRESS RELEASE**

*For Immediate Release*

**Oh Boy – Time For Family Fun This School Holiday!**

***Join KWC Fashion Mall On A Fashionable Adventure with Boboiboy and Friends***

**Kuala Lumpur, Thursday, 14 March 2013** – School's out and it's time for some serious fun! KWC Fashion Mall invites you to join everybody's favourite cartoon character, Boboiboy and his friends on an adventure to save the planet! From 16 to 31 March 2013, embark on a fashionable adventure at KWC Fashion Mall.

Activities include Meet and Greet as well as Photo Sessions with Boboiboy and Yaya, Boboiboy Colouring Contests, Kids' Game Sessions, Booths selling exclusive merchandise and much more.

"KWC Fashion Mall is the place to be this school holiday. Whether you have a young family to entertain or just love shopping for the latest trends, you will find the mall has plenty to offer. There are over 800 shops offering an unbeatable variety of clothes, accessories and gifts for men, women and children," says Kenny Chin, General Manager of KWC Fashion Mall.

KWC Fashion Mall is the first of its kind in Malaysia and introduces a brand new fashion wholesale shopping concept whereby the more you buy, the more you save.

This school holiday, kids age 6 - 9 years old (Category A) and 10 - 12 years old (Category B) can demonstrate their artistic talents at the Boboiboy Colouring Contests held on 16, 17, 23, 24, 30 and 31 March 2013, at 1.30pm. Limited to 35 participants per day per category, the contest requires a pre-registration which can be done at the mall's Customer Service Counter.

Trigger-happy shoppers will also get the chance to snap photos with Boboiboy and Yaya. Spend a minimum RM50 in a single or two accumulated receipts for a photo session with Boboiboy or Yaya. It is limited to 50 participants per day and redemptions in return for a photo pass can be made at the mall's



Customer Service Counter. The photo and greet session will be held on 16, 17, 23, 24, 30, 31 March 2013, 5pm to 5.30pm, Centre Court, LG Floor.

All these events make for hungry shoppers! Enjoy a great selection of favourites at KWC Fashion Mall's food and beverages outlets located at every floor. There is a wealth of halal and non-halal food outlets located throughout the mall including Old Town White Coffee, Sajian Enak, MJ Café, Kazu Sushi & Teppanyaki Japanese Restaurant, Uncle Wah Coffee Corner and many snack kiosks. There is also a non-halal food court at Level 7 that offers the best of KL hawker food including Kim Lian Kee Hokkien Mee, Petaling Street Famous Porridge, Cheras Flat Woo Pin Fish Head Noodles, Duck King, Siang Kee Char Kuey Teow, Siew Chow, Le Porc Dor Restaurant Double Boiled Soup, Won Korean Cuisine, Claypot and Sizzling, Chap Fun King, Thai Food and more.

“Like the concept of pooling all fashion under one roof, we gather the best hawker food in Kuala Lumpur in one place at Kenanga Food Court, offering shoppers a satisfying and convenient shopping experience at KWC Fashion Mall,” adds Kenny Chin. “We look forward to welcoming everyone this school holiday!”

Check out the event schedule below.

**Boboiboy and Yaya Meet & Greet**

16, 17, 23, 24, 30, 31 Mar | 12.30pm - 1pm | Lower Ground Floor Centre Court

**Photo Session with Boboiboy and Yaya**

16, 17, 23, 24, 30, 31 Mar | 5pm - 5.30pm | Lower Ground Floor Centre Court

**Boboiboy Colouring Contest**

16, 17, 23, 24, 30, 31 Mar | 1.30pm - 3pm | Lower Ground Floor Centre Court

**Kids' Game Sessions**

16, 17, 23, 24, 30, 31 Mar (4.30pm - 6pm) & 25 - 29 Mar (12pm - 3pm) | Lower Ground Floor Centre Court

**Boboiboy Merchandise Selling Booth**

16 - 31 Mar | 10am - 6pm | Lower Ground Floor Centre Court

*\*Events are subject to change without prior notice.*



Stay tuned for more activities at KWC Fashion Mall! For more information, visit [www.kenangacity.com.my](http://www.kenangacity.com.my) or [www.facebook.com/KenangaWholesaleCityKL](http://www.facebook.com/KenangaWholesaleCityKL). Operating hours are from 10am to 8pm (daily).

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#### **About KWC Fashion Mall**

KWC Fashion Mall is Malaysia's first one-stop fashion wholesale and retail shopping mall that brings together a large and comprehensive directory of businesses - fashion, accessories, shoes, gifts and other lifestyle products, all under one roof. KWC opened on 20 October 2011, and officially launched on 26 May 2012.

With more than 800 lots and 500,000 sq ft of net lettable retail space, KWC Fashion Mall offers an exciting variety of merchandise. Whilst dedicated to wholesale businesses only, KWC Fashion Mall functions as a 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 KWC Fashion Mall**

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 Kuala Lumpur, an art deco heritage building that has been transformed into a cultural market, the redevelopment of Viva Home Shopping Mall, a home, lifestyle and entertainment shopping centre located in the heart of Kuala Lumpur and its 2-phase mixed development featuring a 302-room boutique business hotel named Vivatel Kuala Lumpur located above the shopping mall.

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