

NEWS

Treasure for the picking

FUN DAY OUT: Cash, hotel stays, cruises and much more to be won

KUALA LUMPUR

MORE goodies are pouring in for participants of the New Sunday Times Motor Hunt 2012 on July 8.

Philea Resorts and Spa in Ayer Keroh, Malacca, is sponsoring a number of stays at its luxurious Pavillion rooms. The resort, enclosed within a tropical forest, boasts rustic architecture, which offers guests a tranquil retreat.

The sponsorship was presented by the resort's director of marketing communications, Connie Chin to *New Sunday Times* editor Chok Suat Ling at Balai Berita in Bangsar, here on Monday.

Another sponsor supporting the country's biggest treasure hunt is Bank Pembangunan Malaysia Bhd.

Assistant vice-president and group corporate communications head Zaihan Ariffin said activities such as treasure hunts could help enhance the spirit of team building and cooperation among participants.

Winners of stays sponsored by Best Western Premier Dua Sentral should count themselves lucky as they will be among the first guests at the newly opened hotel.

Best Western Premier Dua Sentral general manager Aurelia Giraudo said the hotel was excited to participate in such a fun and challenging event.

Another resort that has come on board as sponsors is A'Famosa Resort Hotel, Malacca, which is not only sponsoring rooms but also passes to its Water World, Animal World Safari and Cowboy Town attractions.

Its marketing communication manager, Rafaah Ismail, said participating in activities such as treasure hunts allowed families and friends to spend quality time together in a fun way.

Hunt participants also stand a chance to take a cruise on the *SuperStar Libra* for a Penang-Phuket-Krabi trip courtesy of Star Cruises. The cruise line is sponsoring three pairs of tickets for a four-day, three-night cruise.

The hunt is divided into three categories: regular, beginner and members of the media/sponsors.

The champions in each category will take home RM5,000. Besides cash prizes, there are also many hotel stays and food and beverage vouchers to be given out.

The motor hunt, with Purple Antz as the clerk-of-course, is sponsored by BlackBerry smartphones devel-



oper RIM (Research in Motion Malaysia Sdn Bhd), Felda Holdings, AirAsia X Sdn Bhd, Sime Darby, Tesco, Kingston, LG Electronics Malaysia, Canon Malaysia, Epson, Lactacyd, Julie's Biscuits, Permodalan Nasional Bhd and Tom-

Tom, supplier of in-car location and navigation products and services.

The main sponsor is Volkswagen Group Malaysia, while the fuel sponsor is Petronas. Holiday Villa Hotel & Suites Subang is the venue sponsor.

Among the major hotel sponsors are Ri-Yaz Hotels and Resorts, Hyatt Regency Kuantan Resort and the Datai, Langkawi.

Other hotels that have sponsored rooms, F&B vouchers and merchandise are Hard Rock Hotel Penang, G Hotel Penang, DoubleTree by Hilton Kuala Lumpur, Sunway Putra Hotel Kuala Lumpur, Impiana KLCC Hotel, Federal Hotels International, Putrajaya Marriott Hotel & Spa, Holiday Villa Hotels & Resorts and One World Hotel.

→ For motor hunt tips, see Page 34



Star Cruises assistant vice-president (Penang operations) Eric Sia (left) handing over the sponsorship to *New Straits Times* journalist Lee Keng Fatt.



A'Famosa Resort Hotel marketing communication manager Rafaah Ismail presenting the resort's sponsorship to *New Straits Times* news editor Leslie Andres.



Bank Pembangunan assistant vice-president, head of group corporate communication, Zaihan Ariffin (left) presenting a mock cheque to *The New Straits Times Press Bhd* senior manager (brand management marketing) Santharuban Thurai Sundaram.



Philea Resorts and Spa director of marketing communications Connie Chin (left) presenting its sponsorship to *New Sunday Times* editor Chok Suat Ling.



Best Western Premier Dua Sentral general manager Aurelia Giraudo (left) presenting the hotels sponsorship to *New Sunday Times* assistant editor P. Selvarani