

SIARAN MEDIA

Untuk Siaran Segera

MALAYSIA BOOK OF RECORDS IKTIRAF MYDIN, BERJAYA PECAH REKOD EDAR KRAF NAGA KERTAS TERBANYAK

SELANGOR, 1 FEBRUARI 2024: Sebanyak 100,000 kraf naga kertas berjaya diedar dan dicantum melayakkan rangkaian pemborong dan peruncit terkemuka tempatan, Mydin Mohamed Holdings Berhad (MYDIN) menerima pengiktirafan oleh Malaysia Book of Records.

Aktiviti pengedaran dan pemasangan kraf naga kertas tersebut yang berlangsung sempena kempen Tahun Baharu Cina “Kongsi Meriah” bersama komuniti masyarakat setempat, pelanggan, kakitangan serta pelajar sekolah berdekatan cawangan MYDIN USJ, Subang Jaya.

Penyerahan sijil pengiktirafan tersebut telah disaksikan Menteri Perpaduan Negara, Yang Berhormat Datuk Aaron Ago Dagang ketika beliau melancarkan kempen “Kongsi Meriah” yang dianjurkan di MYDIN USJ, Subang Jaya.

YB Datuk Aaron berkata, beliau menyeru syarikat korporat dan swasta agar mencontohi inisiatif yang dilaksanakan oleh MYDIN dalam memupuk sikap perpaduan dan keharmonian masyarakat negara ini. Kementerian Perpaduan Negara dan MYDIN Prihatin telah menjalin kerjasama dalam mengenalpasti dan mengagihkan bantuan sumbangan Bakul Rahmah MYDIN kepada 500 orang penerima di negeri Selangor, Melaka dan Johor.

Selain itu, beliau berharap agar kerjasama ini akan diteruskan bagi menjayakan dua inisiatif utama KPN iaitu edaran bantuan Bakul Rahmah (*RT Cares*) dan program Dapur Komuniti di semua negeri pada tahun ini.

Dalam perkembangan lain, MYDIN turut menjalin kerjasama dengan rakan eksklusif perkhidmatan BNPL SPayLater serta rakan-rakan strategik yang lain antaranya Abbott, Armor All, Blossom, California Scents, Cutie, Darlie, Diapex, Dutch Lady, Energizer, Eveready, F&N, Intimate, Power Root, Premier dan Royal Gold bagi menawarkan orang ramai dengan pelbagai aktiviti sepanjang Kempen Tahun Baharu Cina “Kongsi Meriah” berlangsung sehingga 24 Februari 2024.

Menariknya kempen ini, 28 pelanggan bertuah yang berbelanja minimum RM118 di dalam satu resit di MYDIN, berpeluang memenangi hadiah persembahan tarian singa di rumah mereka. Selain itu, pelanggan yang menghasilkan dan memuat naik gambar kreatif dan menarik ketika mencantumkan kraf naga kertas di platform Facebook berpeluang merebut ganjaran e- baucar MYDIN bernilai RM8,800.

Bagi menambah penjimatan kepada pelanggan di samping menggalakkan pembayaran tanpa tunai, MYDIN dengan kerjasama rakan e-dompet Boost, MCash, Setel, SPayLater dan WavPay menawarkan pulangan tunai sehingga RM8 bagi pembelian minimum RM88 dengan menggunakan aplikasi tersebut.

*Menurut **Pengarah Eksekutif MYDIN, Ahimmat bin Mydin**, “Kami di MYDIN meraikan keharmonian dan berkongsi kemeriahan apa jua perayaan bersama pelanggan setia kami, justeru itu pelbagai aktiviti dan promosi yang dirangka sepanjang kempen ini berlangsung.”*

Sebarang maklumat lanjut mengenai kempen ini, orang ramai boleh mengunjungi laman media sosial atau laman sesawang rasmi MYDIN Malaysia di www.mydin.my

#TAMAT#

Mengenai MYDIN

Mydin Mohamed Holdings Berhad (MYDIN) merupakan rangkaian pemborong dan peruncitan terbesar tempatan yang beroperasi sejak Ogos 1957. Dengan slogan ***Mengapa Bayar Lebih? Belilah Dengan Harga Borong!*** MYDIN terus menjadi penggerak utama industri peruncitan halal bagi membekalkan pelbagai pilihan produk berkualiti yang berorientasikan polisi harga borong setiap hari. MYDIN kini mempunyai 68 cawangan seluruh negara melibatkan tujuh format perniagaan. Layari laman sesawang rasmi www.mydin.my untuk maklumat lanjut.

Disediakan oleh:

**Jabatan Komunikasi Korporat
Mydin Mohamed Holdings Berhad**

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PRESS RELEASE

For Immediate Release

MALAYSIA BOOK OF RECORDS RECOGNISED MYDIN FOR BREAKING THE RECORD OF THE MOST NUMBER OF DRAGON CRAFTS DISTRIBUTED

SELANGOR, FEBRUARY 1, 2024: A total of 100,000 dragon crafts have been successfully assembled and distributed, paving the way for the renowned homegrown wholesaler and retailer, Mydin Mohamed Holdings Berhad (MYDIN), to receive recognition by the Malaysia Book of Records.

The activation of the dragon papercraft distribution is specially curated in conjunction with this year's Chinese New Year campaign, "Kongsi Meriah" which gathers local communities, customers, and employees. The distribution also involved engagement activities within surrounding schools near MYDIN USJ, Subang Jaya.

The presentation of a certificate of recognition is observed by the Minister of National Unity, Yang Berhormat Datuk Aaron Ago Dagang, in his presence during the launch of MYDIN's Chinese New Year "Kongsi Meriah" campaign at MYDIN USJ.

YB Datuk Aaron urges the corporate sector to emulate the initiatives implemented by MYDIN in fostering unity and harmony in the country. The Ministry of National Unity and MYDIN Prihatin have collaborated in identifying and distributing aid from the *Bakul Rahmah MYDIN* contribution to 500 recipients in the states of Selangor, Melaka, and Johor.

Furthermore, he hopes that this collaboration will continue to support the success of two main initiatives of the Ministry, namely the distribution of Bakul Rahmah aid (RT Cares) and the Community Kitchen program in all states this year

The campaign oversees MYDIN collaborations with exclusive BNPL partner, SPayLater and other strategic partners among are Abbott, Armor All, Blossom, California Scents, Cutie, Darlie, Diapex, Dutch Lady, Energizer, Eveready, F&N, Intimate, Power Root, Premier, and Royal Gold, to offer the public with various activities throughout the campaign until February 24, 2024.

Interestingly, 28 lucky winners who spend a minimum of RM118 in a single receipt at MYDIN will have the opportunity to win a lion dance show at their own houses. In addition, customers who create and upload creative and interesting photos of the assembly of paper dragon crafts on the Facebook platform will stand a chance to win an MYDIN e-voucher worth RM8,800.

The campaign also aims at encouraging cashless payments while adding up to the customers' savings. MYDIN, with the partnership of e-wallet partners Boost, Mcash, Setel, SPayLater, and WavPay, offers cashback of up to RM8 with a minimum purchase of RM88 transactions using the applications.

According to **MYDIN's Executive Director, Ahimmat bin Mydin**, *"At MYDIN, we celebrate the harmonious unity and share the prosperity of all the festivities with our loyal customers; for that, we have organised numerous activities and promotions throughout the campaign."*

For more information about the campaign, the public can visit our official social media platforms or MYDIN's Malaysia official website at www.mydin.my.

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About MYDIN

MYDIN is a homegrown wholesale and retail chain that has operated since 1957. MYDIN continues to be the halal key driver for Malaysia's retail industry, providing a wide selection of products while simultaneously orienting the wholesale pricing policy all year round. Why Pay More? Buy at Wholesale Prices! MYDIN stores provide every day promising price without compromising the quality of goods. MYDIN operates 68 outlets nationwide, comprising seven business formats. For more information, check out our official website at www.mydin.my.

Prepared by
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