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Old-fashioned way of greetings

Julie's Biscuits promotes conventional methods to wish family and friends for Hari Raya



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MALACCA: Julie's Biscuits is promoting using a conventional and expressive method to greet friends and families this Hari Raya, with greeting cards and postcards.

The biscuit manufacturer offered their guests the chance to pen their wishes on the limited edition postcard during a *buka puasa* event at Dataran Kubu here recently.

Julie's Biscuits marketing manager Benny Chia said Julie's will deliver these greeting cards to the respective addresses.

"During the event, postcards were given out for free and guests dropped them into our special green post-box," he said.

Chia said guests also had the opportunity to participate in a lucky draw.

He said the event was jointly organised with Malacca Historic City Council (MBMB) in line with Julie's objective to enhance racial integration during the festive season.

Some 1,000 guests attended the breaking-of-fast event.

Apart from the "What's Your Love Letter" programme, other activities held included games, mascot appearance, photo booth and lucky draw.

The preparation and distribution of *bubur lambuk* to the public also took place during the event.

Chia said Julie's is honoured to share the love with Malaccans of all races.

"By organising the event, it is hoped that a stronger and long-lasting friendship is built in conjunction with the 'What's Your Love Letter' campaign," he said, adding that Julie's also took the opportunity to take children from an orphanage on a shopping trip.

Guests were also entertained with performances by Raqib and Hulubalang as well as DJ Odey Putra from National FM RTM.



Chia with the greeting cards offered to guests during the Buka Puasa event at Dataran Kubu.