

'Tis the season for love letters

Biscuit maker continues campaign to make people express their affection

BISCUIT maker Julie's is continuing its annual tradition of encouraging everyone to pen down their heartfelt messages and send them out to their loved ones.

At the launch of its "What's Your Love Letter?" 2018 Chinese New Year campaign, Julie's Malaysia senior national sales manager Dennis Swee Jing Wei said, "Are there words that you wish to tell your partner or best friend but just can't say out loud? It's time to put down your mobile phone and write down your love."

He added that since its initiation in 2015, Julie's "What's Your Love Letter?" campaign had received overwhelming response from the public.

"Over the years, we have done this in several ways, from post-cards to last year's 'Love Invites' and we continue this effort of showing love through words to strengthen relationships.

"Because of the public's support



and participation, we are confident that this beautiful tradition should continue," he said.

He added that this year's, Julie's "What's Your Love Letter?" campaign also encourages everyone to send their blessings to strangers and together make the world a better place.

"To celebrate this year's Chinese New Year, we have designed a special 'Fudai' along with our 700g Julie's Love Letters.

"Inside the 'Fudai' there is a Love Note for you to write down your blessings, and thank you notes for friends and relatives.

"Julie's hope is that we can bring



Swee (left) and Julie's media publicity manager Lim Bee Bee officially launching the 'What's Your Love Letter?' 2018 Chinese New Year campaign at Sunway Velocity Mall.

more love and hope to everyone in the new year," he said.

The top 50 most touching messages stand a chance to win a 24K Gold Fortune Pouch Charm bracelet.

Ten lucky winners will be selected weekly.

To enter the contest, buy two 700g tins of Julie's Love Letters from Jan 8 to Feb 11, and write down your love message in 20 words on the Love Note. Fill in your personal details, attach the receipt from your purchase and drop the contest form inside the

giant Julie's Fudai at Julie's promotional block or post it to Julie's mailbox.

To thank the public for their strong support over the years, Julie's is travelling around Malaysia to deliver its blessings to all.

Julie's "What's Your Love Letter?" 2018 Chinese New Year Roadshows will be held from Jan 26 to 28, and Feb 2 to 4 in Selangor, Penang, Ipoh, Johor, Kedah, Pahang and Melaka.

The "What's Your Love Letter?" 2018 Chinese New Year Roadshow

will be held at 35 participating shopping malls.

Purchase two 700g tins of Julie's Love Letters to participate in "Bring Your Blessing Home" on the spot for a chance to bring home exciting prizes.

In addition, at 11am every Saturday during the roadshow, the first 188 customers who buy two 700g tins of Julie's Love Letters will receive a free 400g Julie's Love Letters and a limited-edition "Fudai" woven bag on a first-come first-served basis, while stocks last.