



MEDIA RELEASE

SPOT THE MRT TRAIN AND MRT CRUISER LUCKY DRAW PRIZE-GIVING CEREMONY

Kuala Lumpur, 9 August 2017: Mass Rapid Transit Corporation Sdn Bhd (MRT Corp) held a prize-giving ceremony for the winners of the “Spot the MRT Train” contest as well as the “Spot the MRT Cruiser” lucky draw campaign at the MRT Information Centre in Seri Kembangan today.

The contests were part of the MRT Sungai Buloh – Kajang (SBK) Line promotional activities, in conjunction with the full operations of the alignment. The campaign ran from 30 May 2017 until 20 June 2017.

The Catch the MRT Cruiser campaign was held to involve the communities located along the Southern and Underground alignment of the SBK Line. People in the area were engaged through the campaign to share the places of interest located close to the Station, which would then become an incentive for the people to utilize the MRT service to visit such places, apart from using the MRT in their daily commute.

The campaign had attracted close to 1,000 participants from the 12 stations where the MRT Cruiser was stationed at. Apart from getting the involvement of the community, this effort is also aimed at increasing the awareness of the residents in the area on the upcoming launch, which was held last 17 July 2017. Participants of the campaign had won various MRT merchandise such as an umbrella, a t-shirt and an MRT Limited Edition Touch N Go card.

A lucky draw for the participants was also organized too as part of the Catch the MRT Cruiser Campaign, with five lucky winners invited to the prize-giving ceremony to receive shopping vouchers worth RM200 each.

The lucky draw winners are:

1. Mohd Arif Rahim
2. Wong Poh Wah
3. Murugai A/P S. Mukundan
4. Ridzuan Jailani
5. Asminatul Fatin

Apart from attracting the community along the alignment, an awareness campaign through the online platform was also held through the “Spot the MRT Train” photo contest, where members of the public were invited to submit creative shots of the MRT



Trains moving along the viaduct. The winners were selected based on the creativity of their photo posted on Instagram

The contest had received close to 80 entries. Thirteen winners were selected, with the top three winners taking home a GoPro Hero 5, a Ricoh Theta S camera and a DJI Osmo Mobile. Consolation prizes of Giant vouchers worth RM100 were also given to the rest of the winners.

The winners of the contest are as below:

1. Muhammad Imran Zikri
2. Farah Binti Shahrizad
3. Muhammad Firdaus
4. Syarifah Nur Salma
5. Lim Poh Hong
6. Puteri Liyana Zolkifli
7. Muhammad Naim
8. Fareez
9. Mohamad Yassin bin Salikan
10. Hisham Bin Hamzah
11. Dexter Kwok Yew Kheng
12. Muhammad Zainoor Hafizi
13. Kee Wee Chong

Imran, aged 17, from SMK Seksyen 10 Kota Damansara said: "I am proud to take home this camera as the champion. A lot of time and effort was taken into taking this photo. It took me two hours to finally get the photo that I had envisioned."

Speaking at the event, the General Manager of Strategic Communications and Stakeholder Relations, Mr Leong Shen-Li said it was very inspiring to see the creative shots of MRT Trains from various perspectives – from students, parents to working professionals, and even some loyal supporters of MRT.

"We put a lot of heart into our projects and campaigns, so to receive such tremendous participation from the people is truly heart-warming," added Leong.

The MRT SBK Line was launched by the YAB Prime Minister Dato' Sri Mohd Najib bin Tun Abdul Razak on 17 July 2017, at the Tun Razak Exchange (TRX) MRT Station. With 31 stations along the 51km alignment, it serves a corridor with a population of 1.2 million linking their homes with their destinations in the city.

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