

Halloween at IPC Shopping Centre

Spooktacular fun for the whole family during the spookiest time of the year!

Petaling Jaya, 13 November 2018 – This year, IPC Shopping Centre celebrated the spookiest month with a big BOO!. Through a Halloween campaign aptly called ‘IPC Says BOO!’, both kids and parents had a terrifyingly good time during the in-centre trick or treats activity, Halloween OOTD Social Media Contest and on-ground activation by one of our own F&B tenants, Mighty Monsters.

The trick or treat activity was held on 27, 28 & 31 October, for 2 sessions a day except on Halloween Day. This was IPC’s first, but definitely not last, trick or treat activity and we had a total participation of 431 kids. Admission was FREE and it was definitely an incredible sight to see many eager and dedicated parents with enthusiastic costume wearing kids queuing up as early as 2 hours before the registration opened. With the support of various outlets in IPC Shopping Centre, the kids indeed went home happy and not to forget their bags of candies.

To accompany the previously mentioned activity, we also had a Halloween OOTD Social Media Contest. Not only did we encourage the kids that took part in the trick or treats to participate – we opened the contest throughout the whole month of October. So in order to be the best-dressed boy or girl and bring home RM500 shopping voucher, all they need to do is put on their best Halloween costume, take a picture anywhere in IPC Shopping Centre and post it on Facebook or Instagram. The last step was just to hashtag #IPCSaysBoo and set the post to public. With all the photo submissions we had received, the winning costumes certainly deserved a big thumbs up. Good job parents!

Lastly, working together with Mighty Monsters, IPC brought fun not only for kids but for parents too. Through an on-ground event called Monster Festival that was available on 27 & 28 October from 11.00am – 10.00pm at Level G, parents just had to purchase a voucher booklet worth RM50 for their kids to enjoy a festival-like affair of popcorns, ice creams, game booth, various kids’ activities and more. Exclusively just for parents,



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we had a Mighty Monster Halloween Party from 8.00pm to 1.00am on 28 October at their outlet on Level G. Absolute fun for the whole family!

About IPC Shopping Centre:

Malaysia's first shopping centre anchored by IKEA, and the first of many shopping centres in IKEA Southeast Asia's portfolio in the region. A sub regional Shopping Centre strategically located in the heart of a mixed development of offices, hotel, commercial centres & residential, it serves as the neighbourhood shopping destination for the community, complementing the shopping hub in the district known as Mutiara Damansara Commercial Centre. We opened our doors in December 2003 and today we welcome an average visitation of 15 million visitors per year to our Centre.

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