



彩虹出版集团  
**PELANGI PUBLISHING GROUP BHD.**  
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## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE: 11/03/2022**

### **BACK TO SCHOOL PROGRAM BY PELANGI PUBLISHING SDN BHD**

*“Pelangi helps reduce parents’ burden with low-price book offers*

**Bandar Baru Bangi, 11<sup>th</sup> March 2022** – Pelangi Publishing Group is helping students prepare for the new school year, by offering school supplies and educational products at affordable prices. The Group is organizing a 10-day Back to School Program and Warehouse Clearance Sales from today onwards at its Bandar Baru Bangi warehouse.

“Our Group hopes to lessen parents’ burden in a year when everyone is badly affected by Covid-19 pandemic. This event is one of our Group’s corporate social responsibility initiatives this year,” said Sum Lih Kang, Deputy Managing Director of Pelangi Publishing Group.

Covid-19 SOPs are strictly adhered at this event, where sanitization is performed regularly on daily basis and only visitors with Low Risk No Symptom status in MySejahtera are allowed to enter. “Besides complying to KKM SOPs, we are also limiting the number of visitors inside the fair area at any point of time. We believe it is important that our customers can shop ~~around~~ with peace of mind, especially if they bring along their children” said Sum Lih Kang.

Besides educational books, Pelangi is also offering school bags, shoes and stationery from partner brands such as Tupperware, Staedtler, UniOne, Pallas and Bag2u making this fair a one-stop center for all school supplies. Customers get to enjoy attractive discounts, Special Weekend Promotions and bundle box sales at RM30 per box. There will also be Crazy Offer Hour promotion every day at 10 a.m. and 5 p.m., where customers get to buy selected products for as low as RM0.10. There are also other activities organized, such as lucky draw- Play Spin & Win Lucky Draw, Play Puzzles Games, Brain Games and Hidden Pictures games.

In conjunction with this CSR event, Pelangi will also be accepting used book products and exchanging them with cash vouchers at the fair through its Pelangi Trade In Program. This will help customers trade in their used books, in exchange of cash vouchers to buy new books. As part of CSR, Pelangi will also be donating books to schools affected by flood.

"Pelangi also hopes that all our customers will be satisfied with such bargain, getting high quality educational products at affordable prices, before school reopens on 21<sup>st</sup> March. We also hope that this can be time well spent with various interesting and stimulating activities arranged at the event", he adds.

This Warehouse Clearance Sales and Back to School Program begins on 11<sup>th</sup> March and ends on 20<sup>th</sup> March, from 10 a.m. till 7 p.m., at Pelangi Publishing Group Bhd office in Seksyen 10 Bandar Baru Bangi. For further information, please contact us at 018-9047832.

#### ***About Pelangi Publishing Group Berhad***

It is a regional educational publishing and printing company established in 1979. The brand values and professional ethics of Pelangi Publishing Group Bhd adhere closely to its motto "Quality Books for Quality Education". The public perception of the company as a publisher that people can rely on for top quality educational products is the successful culmination of its commitment to help shape a brighter future for everyone through education.



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**PENGHABISAN STOK GUDANG**  
**KEMBALI KE SEKOLAH**  
11 - 20 MAC 2022 10 PG. - 7 MLM.  
018 - 9047832  
Harga serendah **RM1**  
Rebat setinggi **90%**  
Komitmen mematuhi SOP yang ditetapkan oleh pihak berkuasa untuk keselamatan semua.

