

30th July – 1st August 2010



WHAT'S HOT IN THE CITY...

KUALA LUMPUR – FEMMECITY 2010 - Streets Ahead For Women is here to paint the town red for three days with everything for WOMEN at Kuala Lumpur Convention Centre.

City “Mayor” Datin Linda Ngiam, Group Managing Director / Chief Executive Officer of *The Star* handed the ‘key to the city’ to YB Senator Dato’ Seri Shahrizat Abdul Jalil, Minister of Women, Family and Community Development who opened the gates to **FEMMECITY** marking the launch of the inaugural women’s fair. Other attendees include senior management team of *The Star*, **FEMMECITY**’s Blockbuster Partners, exhibitors, speakers, designers as well as media.

On the 2nd day of the Fair on 31st July 2010, YABhg Puan Sri Noorainee bt Abd. Rahman, wife of YAB Deputy Prime Minister of Malaysia is expected to officially visit **FEMMECITY**. More than just a women’s fair, **FEMMECITY** opens its gates to the public from **11.00am to 7.00pm daily on 30th July - 1st August 2010 (Friday - Sunday)** and **admission is free**.

An exhibition that reflects a living, breathing city, **FEMMECITY** is organised by *The Star*’s monthly women’s pullout, *Clove* in a bid to applaud the rise of women in all spheres and fields besides catering to a growing trend as Malaysians become more lifestyle savvy and health conscious.

At the City where about 50 exhibitors taking up almost 150 booths spanning across three (3) halls, it is targeted at women and men from all walks of life especially for women who are independent and confident. Sectioned by *Retail Therapy*, *Boulevard of Dreams*, *Library*, *Clinic*, *Coffeeshop* and others, be ready to be pampered from head to toe because from beauty, fashion, health & fitness, women’s consumer products, bridal, services, hobbies and others, you name it, **FEMMECITY**’s got it.

At the *Mainstage*, visitors will be given the opportunity to understand more about Belly Dancing, Vasthu Sastra in marriage, beauty and prosperity, Home Workout, Image Makeover, Qigong and also to witness fashion shows by Poh Kong, Che Che, Yume Jewelry, Triumph, Eric Choong, Melinda Looi, Sonny San and Zang Toi. At *Clinic*, visitors can come get their healthchecks while *Library* is for those who wish to read all sort of female reading materials.

Workshops and talks will be conducted simultaneously at **FEMMECITY**’s *Hospitality Lounge 4* and 5. Topics like Self Defence, Skincare Workshop, Heart Health, Staying Young, Feng Shui in Career Success, Love and Relationships, Building Confidence, Herbal Help, Retirement Planning, Raising Children and others will be conducted by renowned speakers.

There will also be cooking demos and talks for those who enjoy cooking at *Café La Femme*. Famous food connoisseurs like Amy Beh, Debbie Teoh, Edwin Yau of Daikanyama will be sharing tips and delectable recipes of Nyonya cuisines, pastries, fusion and many others.

Best of all, visitors can have their fortunes or future read by specially invited fortune-tellers and other soothsayers. Also, get tips on enriching your lives with our well-learned masters of Feng Shui and Vasthu Sastra, all at *Mysteria Lane*.

At *Community Centre*, visitors will have a chance to participate in various activities and hobbies such as arts and crafts demonstrations by the Arts and Crafts Guild of Kuala Lumpur & Selangor. At *Galfitti Park*, visitors can snap a picture with their BFFs (Best Friends Forever) in the most fun and creative manner, complete a slogan and stand a chance to win digital cameras courtesy of Canon.

Also, get your 'Passport' stamped at the 7 blockbuster booths, take part in the survey, complete a slogan and stand a chance to win fabulous bags, accessories and more from Coach, Chloe, Shanghai Tang and Tumi.

In a bid to do our bit for the environment, *The Star* dedicated a *Go Green Booth* where visitors can exchange their mineral water bottle for 1 TupperDollar each which they can use to try their luck at the 'Spin & Win' or bid for Tupperware products at the Tupperware Brands Auction.

Nevertheless, our dear gentlemen fret not. *Lads Lane* is a section for our male counterparts to be occupied with Nintendo Wii while waiting for their ladies. *Kids Playground* will keep the children busy with sand art, car racing, clown, and puppeteer and allow parents to visit the fair.

Games, contests and interaction with radio DJs from the official radio stations namely RedFM, SuriaFM and 988 has also been laid in the agenda to ensure visitors leave **FEMMECITY** with their hands full. Visitors to the fair also had the opportunity to subscribe and purchase *The Star's* newspaper, magazines and books.

To all lovely women (& men!), with face and body makeover, health-checks and shopping for the latest trends, come put your best shoe forward as you embrace yourself for a unique experience at **FEMMECITY** where you will be taken on a physical, mental and emotional transformation towards a more independent and confident you.

FEMMECITY 2010 is organized by *The Star Clove* while 988, redFM and SuriaFM are the Official Radio Stations. **FEMMECITY's** Blockbuster Partners include Canon, Watsons, Himalaya, Poh Kong, Triumph, Yume Jewelry, and Tupperware Brands.

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