



*For immediate release*

## **Join the Justice League movie fever at Resorts World Genting**

*Interactive games, photo ops, merchandise and toys greet visitors at SkyAvenue in conjunction with the movie launch in November*

**Genting Highlands, 15 November 2017** – The arrival of the biggest blockbuster movie of the year calls for a celebration—and at Resorts World Genting in November, there will be a joyous fanfare to welcome the superhero-laden Justice League.

For the first time ever Superman, Batman, Wonder Woman, Aquaman, Cyborg and Flash will feature together on the silver screen, and the impact will be huge when the movie premieres in Malaysia on 16 November 2017. A series of exciting activities will take place from 10 to 26 November during the Justice League Movie Launch & Roadshow to be held at the resort's lifestyle mall, SkyAvenue. These promotional highlights will take place at Level 3 where the DC Superheroes Comics Retail & Cafe is located.

Interactive games featuring the superheroes, photo booths where guests can play with photo effects and filters in order to transform themselves into superheroes, and movie merchandise and toys will greet visitors to the mall during the promotional period. They can surely expect a festive atmosphere to prevail throughout the place.

The interactive features of the Justice League roadshow will fit right into SkyAvenue's innovative setting. Visitors can experience superhero power when they take part in digital interactive games at a special games area. Over at the interactive photo booth, a social media contest awaits guests.

How does one become eligible to use the photo booth where they can make use of augmented reality to add filters to their faces? From 10 to 26 November, they just need to spend RM200 at the Justice League merchandise area in order to earn the right to use the booth. The photos they take will be printed and emailed to them, and guests who post their photos on social media with selected hashtags will stand a chance to win prizes. The hashtags are #JusticeLeague #JLSkyAvenue #GentingRewardsMalaysia.

From 16 to 26 November, daily first 100 members who spend more than RM200 on purchases at over 150 participating outlets in Resorts World Genting may redeem one movie ticket to watch Justice League at the mall's Picturehouse cinema. The Spend & Redeem Movie Passes promo will also allow them to participate in a lucky draw where they have the opportunity to win a limited edition Batman pewter by Royal Selangor worth RM1,950.

This may also be a good time to sign up as a Genting Rewards card member. While existing members may present their membership cards to earn Genting Points upon spending at the Justice League roadshow and DC Superheroes Comics Retail & Cafe, those who wish to sign up as members can look forward to get an instant reward. They will receive a RM50 DC Superheroes Comics Retail cash voucher from the Genting Rewards membership centre. Yet a member? Sign up now at <https://rwg.genting/GRJL>.

A wide range of movie merchandise and toys will be available, along with home accessories, gifts and novelties. Apparel for adults and kids by DC Comics and Superheroes will also be a focal point, and shoppers can expect to take part in Spend and Win contests.

SkyAvenue has up the ante in retail, dining and lifestyle experiences, with five floors providing many exciting options. During the year end holiday period, shoppers can expect many festive activities to come their way in this mall that is designed for people from all walks of life. For more information, call +603 2718 1118 or visit [www.rwgenting.com](http://www.rwgenting.com).

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