

## **5,500 entries for Valentine's Contest**

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A TOTAL of RM10,500 in cash and hampers is up for grabs for the grand prize winner of the "Beautiful Love, Beautiful Skin" Valentine's Contest organised by The Star and The Star Online.

The contest that ran between Jan 25 and Feb 8 received a total of 5,500 entries.

The main sponsor for the prizes is Propharm (M) Sdn Bhd under the brand name of Palmer's.

The company's general manager Susana Chung said this was the first time Propharm and The Star had jointly organised the contest.

"It will not only build closer rapport between us but also create awareness of Palmer's brands among the public," she said after the contest judging recently.

A total of four winners have been short-listed by five judges comprising The Star advertising and business promotions general manager Calvin Kan, The Star's Clove editor Alistair Tan, AKN Messaging Technologies Berhad assistant sales manager Joyce Oh, 180 Degree Strategic Communications Sdn Bhd copy writer Wei Yein and Chung.

Chung said the contest was another platform for advertisement as the public have a misconception that Palmer's Cocoa Butter is only for pregnant women.

She said they have been in the market for over 165 years and cater for everybody with products for babies, mothers, the younger and the older generation.

"We also wanted to show appreciation to our loyal customers by sponsoring the cash and hampers," she said, adding that they would add their new product - skin smoothing lotion - for winners.

To enter the contest, folks had to visit [contests.thestar.com.my/valentine2007](http://contests.thestar.com.my/valentine2007) or send an SMS to 36600 after completing the slogan, "Beautiful Love Beautiful Skin ..." in not more than 15 words.

AKN Technologies sponsored the SMS service.

Pudu Ria Flowers sponsored flowers for the winning categories.

The first prize winner will walk away with RM4,000, a Palmer's hamper worth RM1,000 and flowers worth RM300 while the second prize winner will receive RM2,000, a hamper worth RM1,000 and flowers worth RM200.

The third prize winner will walk away with RM1,000, a hamper worth RM1,000 and flowers worth RM150.

A total of 20 consolation prize winners will receive Palmer's hampers worth RM250 each.

The winners will be announced in StarMetro on Feb 14 and Star Online until Feb 24.