

Students registering for the movie marathon.

Movie marathon for students

COLLEGE students in the Klang Valley were treated to three back-to-back movies and prize giveaways at the GSC Mid-Valley Megamall over a recent weekend.

The movie marathon was held in conjunction with the Bausch & Lomb Info Vision College roadshow.

"It was the first time that we had a movie marathon in Malaysia and the response was excellent. We also presented students with a challenge by asking them questions about the movies and other general information to get them to think and win the many prizes we had for them," said Bausch & Lomb marketing manager (vision care) Foo Yoke Mun.

The three movies screened were Jackie Chan's *The Tuxedo*, the much publicised *Enough* and adorable *Stuart Little 2*.

Stephanie Thong Kit Ching from Sunway College bagged the main prize of a Motorola V 70 handphone, while Jennifer Lean from Sedaya International College and Willy Tjiu from Monash

University won the second and third prize respectively. The prizes also included CDs, discount vouchers for lenses and cameras.

The Bausch & Lomb Info Vision College roadshow was aimed at informing and educating college students on effective eye-care procedures.

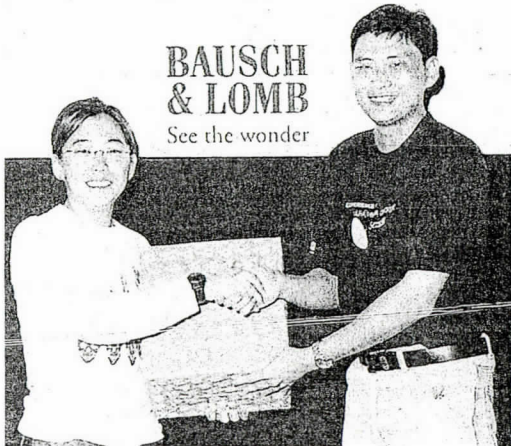
"We targeted students largely because of their lifestyle. They spend a lot of time studying, using the computer for coursework, surfing the Net and playing games. Being younger, they are more active and want to look good," Foo said.

The roadshow was also aimed at creating awareness of Bausch & Lomb's Soflens38, which was developed for younger people.

The colleges that participated in the roadshow were Taylor's College, Stamford College, Sunway College, Inti College Subang, Inti College Nilai, KDU, Nilai College, Sedaya College and One Academy.

Bausch & Lomb plans to conduct another college roadshow outside the Klang Valley later this year.

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See the wonder



Thong receiving her prize from Foo.

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