

# media release

4th February 2010

## Lagardère Services celebrates Chinese New Year in Australia

Celebrations kicked off yesterday at Sydney International Airport with a launch event attended by representatives from Lagardère Services Asia Pacific, Sydney Airport Corporation Limited and special guests from the Shanghai Press and Publishing Development Company.

To celebrate Chinese New Year, Lagardère Services Asia Pacific, in conjunction with the Shanghai Press and Publishing Development Company, will run a number of special promotions including 50% off the RRP on a broad range of Chinese Cultural book titles. In addition, stores will carry a specially priced plush toy in honour of the Chinese Year of the Tiger.

Paying homage to tradition, customers will also receive a red envelope containing a 20% off voucher which can be redeemed on a wide range of products at any NewsLink, Discover or Virgin airport store, nationally.

The promotion will run in Lagardère's Sydney, Melbourne, Cairns, Brisbane and Gold Coast International Airport stores until the 24th of February, the end of Chinese New Year celebrations.

Lagardère Services Merchandise & Marketing Manager Australia, Catherine Quarm said of the promotion "Chinese New Year is the most significant date on the Chinese calendar, celebrated not only in China, but all across the Asia Pacific, from Japan to Malaysia. With more and more Asian travellers visiting Australia we felt it important to celebrate the event in a big way. We also want to promote cross-cultural diversity. Airports are cultural gateways and what better place to pay tribute to the amazing experiences that air travel opens up to the global community".

She also thanked the Shanghai Press and Publishing Development Company for helping make the promotion possible.

With operations throughout the Asia Pacific, including China, Hong Kong, Taiwan, Singapore and Australia, Lagardère Services Asia Pacific is a specialist in cultural book retailing. To learn more about the company and it's operations visit [www.lsapac.com](http://www.lsapac.com)

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