Alpha Duty Free Rewards Customers With Cricket Fever 2011 Promo

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Promotion Grand Winners Niroshana Ratnayake, Sameera Lazarus, Buddhika Dharmawardena, Manjula Jayaratne, Piyumi Jinasena, Javana Fernando, Sudath Jayasundara and Sanjeewa Gunawardena along with their travel partners and Alpha Orient Lanka management team.

Eight Alpha Orient Lanka duty free customers who were drawn the grand winners of the ‘Cricket Fever 2011’ mega promotion conducted at the Alpha Orient Lanka duty free shops at the Bandaranaike International Airport walked away with a full board stay in Amaya Lake, Dambulla. The winners were also given a chance to fly in Sri Lanka’s largest helicopter Mi-17. The winners were given the opportunity to enjoy the Cricket World Cup Finals.

Commenting on the Promotion, Dimantha Kinigama, CEO, Alpha Orient Lanka Duty Free said, “We organised the Cricket Fever 2011 mega promotion at our duty free shops to add excitement and also to inculcate a sense of patriotism among Sri Lankan passengers during the cricket world cup. Sri Lankans, as well as the wider audience of tourists visited from Cricketing Nations related to the “Cricket Fever” campaign. On top of the grand winners, the promotion gave away about 50 items

of Sri Lanka Cricket merchandise on a daily basis as daily prizes throughout the two-month promotion period.”