World Duty Free Winners enjoy T20 Cricket World Cup Finals in unique style

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The World Duty Free winners

Five World Duty Free customers were selected the grand winners of the ‘Cricket Fever 2012’ mega promotion, conducted at the World Duty Free shops at the Bandaranaike International Airport (BIA) as the country prepared for the T20 World Cup Finale.

The First Runners up of the mega promotion left Colombo in the newly introduced luxury rail service, Expo Rail and from Ratmalana air base in a state-of-the-art AS350 B3 Air Senok Helicopter. They were given a full board stay in the Beach Chalets at Hotel Chaaya Blu for one night. The participants caught the excitement of the Cricket World Cup Finals on giant screen. There was also a luxury yacht journey the next day.

Chaminda Weerathunga, Head of Marketing for World Duty Free Group in Sri Lanka said, ‘we organised the Cricket Fever 2012 mega promotion to add excitement and also to inculcate a sense of patriotism among Sri Lankan passengers. The promotion gives away more than 1,800 Sri Lanka Cricket merchandise on a daily basis as daily

prizes throughout the two month promotion period.”