The kids from Smart Reader and the Smart Reader Junior were showered with love and appreciation as they were given an exclusive card that enable them to get special discounts from participating merchants. Among the benefits that the card offers are 10% discount for entrance tickets for child to visit Zoo Negara, 20% discount on room rates for students and family members in KPJ Healthcare and many more.

Smart Reader Worldwide Sdn Bhd continued to honour and support the Smart Reader Kids and the Smart Reader Kids Junior in the relaunching of the Smart Reader Kids and the Smart Reader Kids Junior Privilege Cards at Kancil Hall, Zoo Negara recently.

The programme was launched by Madam Gnanamba Seenivasagam, the Head of Training Department of Smart Reader Worldwide Sdn Bhd. In her speech, she explained the significant use of the Privilege Card. She also recognised the importance of fulfilling children needs by giving them special treat and care.

“The Privilege Card is not for aimless spending but to accord special discounts and privileges merchandise from participating merchants,” she said.

She added that the cards are not only to benefit the holders but also for the whole family to enjoy.

For the fourth consecutive years, the children were given a special treat as a holder to the Smart Reader’s Privilege Card as it functions to provide them with special privileges and extra benefits from child-friendly retailers.

Smart Reader Worldwide Sdn Bhd has been collaborated with merchant partners from various industries to dedicate to the needs of the children. The students were entitled to have great discount and benefits offered by merchants partners at their respective outlets.

Among the merchants partners are Aquaria KLCC, AXA Affin, Berjaya Times Square Theme Park, CIMB Bank, Mega Kidz Funland ans Edutainment, Focus Point, KPJ Healthcare, Yamaha Music, Sunway Lagoon, Little Haven, Lost World of Tambun, Poney, Treehouse and Zoo Negara.

The Director of Zoo Negara, Dr Moha-