

# Get 'sold' for a noble cause

## Lucky bidders at website's charity auction to dine with celebrities

**W**ISH you could be dining with two of Malaysia's hottest women? Make this dream a reality while giving back to society through Sold.my's Charity Dinner Auction.

From Feb 25 to March 15, Sold.my will be auctioning tickets to an exclusive dinner with Jojo Struys and Patricia Knudsen to raise funds for the National Kidney Foundation.

Ten lucky bidders will dine with both Struys and Knudsen at Sentidos in StarHill Gallery in March.

Established in 2011, Sold.my is a leading pay-to-bid website that offers mostly gadgets and other lifestyle items on auction.

After just a little over a year of operations, the site has gained tremendous popularity with over 55,000 users and 20,000 likes on Facebook.

"We are an entertainment shopping website that firmly believes in giving back to society. By raising funds through a charity auction, we are making it fun for our users to do a good deed.

"Users pay for every Token used in the auction and we will be donating the cost of each bid as well as the final bid value to the National Kidney Foundation (NKF)," shared Sold.my co-founder Tian Qiuyan.

NKF Malaysia is a non-profit organisation dedicated to helping Malaysians suffering from end-stage kidney failure who lack access to or cannot afford dialysis treatment.

NKF currently has approximately 1,450 patients receiving subsidised treatment in 27 dialysis centres nationwide, and the number is growing annually.

"We are really excited to work with Jojo and Patricia who have gra-



**Good cause:** Auction website will be auctioning off tickets to an exclusive dinner with Struys and Knudsen to raise funds for the National Kidney Foundation.

ciously agreed to 'put themselves' – so to speak – up for auction for a good cause.

"We hope their fans will take this opportunity to contribute by bidding generously for a chance to be up close and personal with these celeb-

rities," said Tian.

As one of Malaysia's top female personalities, Struys is an established producer, director, TV host, radio announcer, rhythm tap dancer and relaxation guru.

She recently achieved interna-

tional stardom by hosting food programme *Chalk and Cheese*.

"I have never auctioned myself off for dinner but when I heard the proceeds were going to the National Kidney Foundation, I agreed in a heartbeat.

"I hope that whatever we raise will significantly contribute to the foundation's efforts in treating those with kidney failure.

"It would be great if what we're doing with Sold.my leads to more awareness for the foundation itself and those in need of dialysis treatment. I hope people will be generous and start donating to this worthy cause and I look forward to seeing the winners at dinner!" said Struys.

Equally multi-talented Knudsen, who was recently named FHM Malaysia's Most Wanted Woman of 2013, is more than just a pretty face. The stunning beauty spends her nights spinning music at several established clubs in town.

The model, TV host and regular event MC is also an avid gamer.

"I have participated in a few auctions for charity before, but this is the first time that I will be auctioning 'myself'," she quipped. "But since it is for a good cause, I am really glad to be a part of this. I think the dinner is a great idea and I think whoever wins the auction will definitely have a great time," she shared.

A fresh take on online shopping, Sold.my's pay-per-bid auctions add fun and strategy to the whole shopping experience. In these auctions, the starting price of the item is RM0.00. Each bid costs the user 1 Token (tokens need to be pre-purchased) and will increase the bid price by as low as one sen per bid.

When the auction closes, the final bidder will have the item delivered to them after paying the final bid price via online payment. All products on the site are new and sourced from reputable suppliers.

For details, visit [www.sold.my](http://www.sold.my)