

# [ SNAP ] AND WIN TICKETS TO ANY DESTINATION IN MALAYSIA!



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## TIME OUT :: Lifestyle Up, up and away, Ean

IN



Ean preparing himself for the lift ... and 910 helium-filled balloons later, he is floating up in the air.

celebration of the release of Disney/Pixar's Up on Aug 20, Walt Disney Studios Motion Pictures Malaysia ran an event cum contest called Up, Up and Away.

The contest was held at the main entrance of Tropicana City recently. Guests and shoppers at the Tropicana City Mall were given a chance to guess the number of balloons needed to lift Hitz.fm morning crew DJ Ean 'up'.

The one with the closest number of balloons needed for the lift would win a trip for two to Perth, Australia, to enjoy a real hot-air balloon ride.

Both the Hitz.fm morning crew deejays Ean and J.J. were present to give away Up premiums and screening tickets before Ean got ready to be lifted by the helium-filled balloons.

This is the first time in Malaysia a man is lifted into the air using only rubber balloons.



After several attempts, Ean – weighing 75kg at 1.7m – was finally lifted off the ground with 910 helium-inflated two-foot-long balloons and floated up some 11 metres.

J.J. took his turn thereafter, with screams of cheers and support from the guests and shoppers at the event.

Once both deejays had their chance of being lifted up, guests took turns getting a free balloon lift.

The event ended with a special screening of Disney/Pixar's Up at GSC Tropicana City Mall.

This animated film, also available in 3D in selected cinemas, is directed by the Academy Award-nominated team of Pete Docter (Monsters, Inc) and Bob Peterson.

The story is about Carl Fredricksen who has spent his entire life dreaming of exploring the globe and experiencing life to its fullest.

But at age 78, life seems to have passed him by, until a twist of fate (and a persistent eight-year-old Wilderness Explorer named Russell) gives him a new lease on life. The unlikely pair end up on a thrilling journey where they encounter wild terrain, unexpected villains and jungle creatures.

Up is currently showing in cinemas nationwide.

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