Wah Chan Marks 70th Anniversary with Activities that Bring Malaysians Together in Love and Celebration - KL Happenings



KUALA LUMPUR, Malaysia, October 30, 2025 — In celebration of its 70th anniversary, Wah Chan Jewellery is bringing Malaysians together through heartwarming activities that inspire connection, joy, and shared memories with the Run2Love Love2Run fun duo run and the Shine! With Wah Chan Dance Challenge. Wah Chan looks to celebrate this milestone by giving back to their customers and Malaysians alike, sharing the love and moments they've experienced together and encouraging Malaysians to show their love.

This year's anniversary is more than just a milestone, it's an appreciation to generations of Malaysians who have made the Wah Chan name part of their most cherished moments. By engaging customers through fun, interactive activities and exclusive giveaways, Wah Chan hopes to reconnect with families, friends, and couples who have grown alongside the brand since 1955.



"For 70 years, Wah Chan has celebrated love in all its forms, from first promises to lifelong partnerships with Malaysians. With Run2Love Love2Run and Shine! With Wah Chan Dance Challenge, we're inviting Malaysians to create meaningful memories, with the people they cherish most," said Amanda Koo, Director of Wah Chan Jewellery. "It's our way of saying thank you for 70 years of trust, and of looking forward to the next chapter – one filled with movement, joy, and togetherness."

Wah Chan Run2Love Love2Run – A Celebration of Togetherness

More than a run, 'Run2Love Love2Run' is a tribute to Wah Chan as a symbol of love. The 5.5km fun duo run event will see couples participating, from partners to parents and children, from lifelong friends to new couples – to move side by side in a tribute to harmony, health, and heartfelt connection

Each registered duo, whether a significant other, family or friend, will receive two exclusive race shirts, "Fast & Furious" and "Slow & Steady", representing the balance, harmony, and fun that define every meaningful relationship. Sprint, jog, or stroll, every stride becomes a shared sparkle in this celebration of love and togetherness.

Date: Sunday, 30 November 2025

Time: 6:00AM (flag off time at 7:07AM)

Venue: Wisma Wah Chan, No. 1, Jalan 51a/219, Seksyen 51a, 46100 Petaling Jaya, Selangor

And because love deserves a grand gesture, the celebration doesn't stop at the finish line. The event will feature a special proposal moment, where couples can participate and capture the moment in a romantic proposal event.

Adding on to this, runners can participate in the run with style as Wah Chan will be giving away exclusive prizes, including 'Best-Dressed' and 'Most Spirited Duos'. Participants can also look forward to exclusive finishing medals, photo-worthy experiences, and sparkling surprises from Wah Chan.

Registration is now open until 28 November 2025 (11:59PM local time) via https://www.jomrun.com/event/Wah-Chan-Run2Love-Love2Run. Interested participants can secure their slots and enjoy exclusive anniversary offers and privileges during the race pack collection period. Whether you're running for love, with love, or because of love, Run2Love Love2Run is your invitation to move, connect, and sparkle.

Shine! With Wah Chan – Nationwide Dance Challenge

In conjunction with the anniversary celebration, Wah Chan has also launched the 'Shine! With Wah Chan Dance Challenge', powered by Suno AI's "Wah Chan Shine With You" anthem. Running until 21 November 2025, the nationwide TikTok and Instagram contest invites Malaysians to dance, shine, and celebrate Wah Chan's milestone 70th birthday. The challenge is a first for the brand as it continues on its legacy to connect with the new generation, showcasing talent and love for music and dance.

Participants can perform the official choreography or freestyle their own moves, incorporating Wah Chan elements such as jewellery, packaging, or outlets in their videos. To join, participants must follow @wahchanjewellery on TikTok and Instagram, post their videos using the official track, tag the brand, and include the hashtags #WahChanDanceChallenge #ShineWithWahChan #DanceTokMY #MalaysiaDance #WahChan70th #DanceChallenge. Multiple entries are allowed, and the finalists will be announced on 25 November, leading up to the Grand Final on 13 December 2025 at the Wisma Wah Chan Auditorium.

Winners stand to receive RM2,000 cash and a RM1,000 Wah Chan voucher, while nine finalists will each receive a Gold Blessing Gift Box and RM500 voucher.

Together, 'Run2Love Love2Run' and 'Shine! With Wah Chan' brings Malaysians a dual celebration of love, movement, and creativity, marking seven decades of Wah Chan's enduring legacy for generations to come.