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7-Eleven gets CSR award

KUALA LUMPUR: Convenience store operator 7-Eleven Malaysia was among the recipients of the Company of the Year Award for pioneering corporate social responsibility (CSR) initiatives in the past year.

Women, Family and Community Development Minister Datuk Seri Rohani Karim, who commended companies which have been active in CSR initiatives, urged them to continue with such programmes, especially for the underprivileged.

"I strongly believe that the CSR Malaysia Awards will set a powerful force in motion and it is important as each and every CSR leader plays a role in assisting my ministry in planning and

executing effective future programmes for communities in need," she said at a presentation ceremony for the CSR Malaysia Awards 2017 yesterday.

Rohani also gave mention to Berjaya Times Square Hotel and newly-formed NGO, The Giving Bank, for co-organising and hosting a buffet dinner two weeks ago for 100 residents of children homes.

"These children have never been to a hotel and have no idea what a buffet dinner is.

"They have such simple desires that when you ask them what they would like to have, they reply that they 'want to eat in a hotel'," she said.

Among the recipients of this year's awards were RHB Bank,

Exim Bank, AirAsia X, AirAsia, Axiata, Nestle, Bank Islam, KPMG, Heineken, LRS Bina Group and Ivory Properties Bhd.

7-Eleven marketing general manager Roman T. P. Lee said: "We strongly believe through these CSR initiatives, we are able to uplift the lives of those who need support, while bringing them hope as well as educating the public and inspiring them to be an agent of change in the betterment of their lives and their community."

Committed to adding value to communities, 7-Eleven was involved in supporting pioneers of non-governmental organisation (NGO) causes, aiding the underprivileged and minimising impact on the environment.

ASRAUF SHAMSUL / THE SUN



Rohani presenting the award to Lee at the ceremony yesterday.