

NEWS CLIPPING

EVENT	Aiding the Less Fortunate
PUBLICATION	The Sun
PAGE/SECTION	14/Media & Marketing
DATE	7 August 2017
TIME	-

Aiding the less fortunate

7-ELEVEN Malaysia and its customers managed to collect a total of RM3,025,937.83 worth of food and non-food products at the end of 7-Eleven's "Semurni Kasih" campaign.

In its eighth year running, the annual corporate social responsibility (CSR) initiative encourages patrons of 7-Eleven Malaysia to purchase necessities from their stores and drop them off in contribution boxes set up in over 2,100 outlets across the nation.

"Semurni Kasih" is an annual campaign that runs during the holy month of Ramadan. Several handover and celebration ceremonies were held across the nation, where provisions were distributed to beneficiaries.

A total of 190 charity homes and charitable causes reaped the benefits, including Rumah Kebajikan Darul Shifa, Pusat Komuniti Lembah Pantai KL, and Rumah Kebajikan Darul Taqwa.

"Once again, we are sincerely grateful for the support from our customers, who by participating in this noble cause, will aid the less

fortunate," said 7-Eleven Malaysia deputy CEO Hishammudin Hasan.

"We have always been proactive in all efforts; most especially CSR initiatives, as it is our duty and belief to contribute back to the community. Knowing that our endeavours have inspired change and help improve lives, incites us to push forward and extend our efforts to more charitable causes.

"Hence, we are eager for the continued efforts in our Community Care programme for the years to come, as society's dedication towards helping the underprivileged would most certainly inspire more people to contribute and further enrich the lives of the community," added Hishammudin.

"Semurni Kasih" is an initiative under 7-Eleven Malaysia's non-profit entity called Community Care, which incorporates philanthropic and CSR initiatives in tandem with the running of the business. It supports underprivileged communities and advocates environmental conservation.

