

NEWS CLIPPING

EVENT	Together, Doing Good
PUBLICATION	theSun
PAGE/SECTION	19/Media & Marketing
DATE	26 January 2018
TIME	-

MEDIA & MARKETING | 19
theSun ON FRIDAY | JANUARY 26, 2018

Together, doing good

> 7-Eleven Malaysia raises more than RM1.5mil for charity

7ELEVEN Malaysia, the nation's favourite stand-alone 24-hour convenience store ended its #BuatBaikTogether CSR initiative, a community care programme. The project, which ran for six weeks culminated with products amounting to RM1,549,641.17 being distributed to 170 charity homes and not-for-profit organisations across the country.

The campaign also managed to raise RM100,000, which went towards its Make-A-Wish Malaysia charity organisation, which grants the wishes of children in Malaysia with life-threatening medical conditions. "We are honoured to receive this donation from 7-Eleven and thank everyone who contributed to the #BuatBaikTogether campaign. It is great to see so many Malaysians extend a helping hand to the less fortunate among us. This fund will be used to grant wishes of critically ill children and to provide them with hope and strength during their medical battle," said Make-A-Wish Malaysia CEO Irene Tan.

Clearly a great way to start the new year engaging in noble causes that help fulfil the lives of those in need, 7-Eleven marketing general manager Ronan Lee had this to say: "We always believe in giving back to the community. The newly established #BuatBaikTogether donation drive has proved to be a success, and we are sincerely grateful for the support of our customers in contributing for this noble cause. We also hope that our loyal customers would continue to join us in our endeavours to support more disadvantaged communities, as Malaysians are generally charitable in these initiatives.

"For more information, visit www.7eleven.com.my or follow 7ElevenMalaysia on Facebook, Instagram and Twitter.



Volunteers with children from Pusat Jagaan Anak Yatim Al-Kaibar Taman Maridz in Senawang, Negeri Sembilan.



From left: Lee, Tan and 7-Eleven Malaysia communications and creative manager (marketing) Lawrence Ng at the Make-A-Wish cheque presentation.