

## NEWS CLIPPING

EVENT	Do Good Together at 7-Eleven
PUBLICATION	TheSun
PAGE/SECTION	-
DATE	3 October 2018
TIME	-



Lee (right) and branch manager Azrulnizam Azhar making a contribution towards the #BuatBaikTogether 2018 programme.

## Do good together at 7-Eleven

7-ELEVEN Malaysia returns with yet another one of its annual CSR initiatives. #BuatBaikTogether is a campaign under the "brands" Community Care programme. Its objective is to extend much needed support to the underprivileged and disadvantaged communities.

This year, #BuatBaikTogether partners with Breast Cancer Foundation Malaysia, a non-profit organisation that supports and empowers women breast cancer patients and survivors.

The campaign runs for 43 days until Nov 6, during which customers are encouraged to lend support by purchasing necessities such as food, non-alcoholic beverages, household essentials and other provisions from 7-Eleven Malaysia, which has more than 2,240 outlets across the nation, and dropping these into the contribution boxes.

For every contribution of 7-Eleven Malaysia "partner products", the convenience store chain will donate RM0.10 to the Breast Cancer Foundation Patient Fund, which provides financial assistance to breast cancer patients.

7-Eleven Malaysia general manager of

marketing Ronan Lee said, "We are especially pleased to have #BuatBaikTogether again after its debut in 2017.

"Through this campaign, we hope to achieve an even better collection this year with the support of the public to bring some cheer to the underprivileged communities nationwide".

In 2017, more than RM1.5 million worth of supplies were gathered and distributed to 170 charity homes and not-for-profit organisations across Malaysia. The campaign also raised an additional RM10,000, which it donated to Make-A-Wish Malaysia.

"As October is Breast Cancer Awareness Month, we are honoured to be collaborating with Breast Cancer Foundation Malaysia to shine the spotlight and help spread awareness on breast cancer amongst Malaysians," added Lee.

For more information, follow 7ElevenMalaysia on Facebook, Instagram and Twitter or visit [www.7eleven.com.my](http://www.7eleven.com.my)