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Semurni Kasih by 7-Eleven

7-ELEVEN Malaysia managed to amass a total of RM2.6 million worth of food and non-food items from its annual Semurni Kasih campaign.

For the sixth year running, the successful charity-based initiative encourages its nationwide store customers to donate items purchased from 7-Eleven stores and dropping them into contribution boxes set up in the stores itself. The items are then distributed to 145 charities and charitable causes throughout the country.

This year, the Semurni Kasih 2015 campaign ran from June 16 until July 27. Items collected amounted to at least RM1,000,000 more than the year before. Among the items donated were canned food, biscuits, detergents and medication.

Since the inception of the programme in 2010, 7-Eleven Malaysia has donated more than RM8,000,000 worth of necessities

to the underprivileged.

At the recent national-level handover ceremony, which was attended by representatives from over 80 beneficiaries, 7-Eleven Malaysia CEO Gary Brown (*pic, centre*) mentioned that Semurni Kasih is just one of the avenues for the company to give back to the community.

"Our CSR initiative highlights our tagline 'Always There For You', as we proactively extend the best possible support to our community. We could not have done it without the support of our customers and we are truly humbled by the show of unity from our fellow Malaysians to care for the less fortunate," Brown added.

He concluded by saying, "We look forward to the continued generosity and growing support from the public for our future CSR initiatives, as we seek to continue adding value to our local communities as a caring corporate citizen."

