

## NEWS CLIPPING

Event	GIVING BACK TO COMMUNITY
Publication	THE SUN DAILY
Page/ Section	MEDIA AND MARKETING
Date	30 MARCH 2016
Time	-

### Giving back to community

7-ELEVEN Malaysia continued its string of good deeds with a recent mobile street-feeding endeavour.

Together with NGO Hub Asia, the brainchild of a partnership with SOLS 24/7, in collaboration with Global Street Mission, the purpose of the undertaking was to distribute packages of one of its in-house food brand products – Fresh to Go – to the underprivileged and disabled communities around Brickfields in Kuala Lumpur.

A team of 20 volunteers began their “mission”, starting off from Jalan Padang Belia and making sure food was handed out to as many deserving people as possible. The recipients of the fresh, pre-packed sandwiches and hot tea

included the homeless and visually-impaired communities.

“No matter how brief this activity, most of the underprivileged we encountered just wanted a kind word and an arm around them, acknowledging their existence. The meal provided an added bonus,” said 7-Eleven Malaysia marketing general manager Ronan Lee.

“We won’t be where we are today without the loyal support of the community that we serve. Therefore, we will continue our endeavour of giving back to the community in all manners, from championing a noble cause to playing a role in helping Mother Nature,” added Lee.



Lee (far right) with the volunteers during the event.



**MILES OF SMILES** ... ChildrenCare, a long-term corporate social responsibility project of Great Eastern Life Assurance (Malaysia), took 50 underprivileged children to the movies during the recent school holidays. The young guests from Ramah Kanak-Kanak (R3KIDS) and Trinity Children Centre had the privilege to watch the newly released *Kung Fu Panda 3* movie at the Cathay Cineplex at E-Curve. Clearly, they had a field day as the wide smiles and laughter expressed their joy on the entire experience, delicious popcorn included. Great Eastern Life ChildrenCare is set up under the purview of the social welfare department.