

## NEWS CLIPPING

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# Impacting lives, inspiring change

7-Eleven collaborates with NGO Hub Asia, PSPK to empower underprivileged single women and youth

**T**HE nation's popular 24-hour convenience store 7-Eleven recently collaborated with NGO Hub Asia and the Association of Social Services and Community Development of Gombak, Selangor (PSPK) in a corporate social responsibility initiative. The undertaking comprised a cupcake certification course for single mothers and youth, held at the PSPK Women Development Centre, Selayang Baru, Batu Gaves.

PSPK was established by Rev Henry Sandanam in 2006. It functions as a non-profit organisation dedicated in empowering single mothers and youth from underprivileged backgrounds.

The centre assists in various ways and means, helping these individuals regain confidence and a renewed sense of purpose in becoming contributing citizens within the community. This is achieved via skill-sets training programmes, followed by opportunities to generate one's own income for an independent and self-sustaining lifestyle.

"In return, these individuals only need to contribute back to the community and help restore the lives of others – for the community, by the community," shared Sandanam.

More than 40 participants were present at the cupcake certification course facilitated by volunteers from 7-Eleven Malaysia and NGO Hub Asia. Specialised baking instructors conducted the programme which ended with an assortment of cupcakes, which were boxed and brought home.

7-Eleven Malaysia awarded each participant with a certificate and a small reward, after which a luncheon was shared consisting freshly packed food and "Fresh to Go" products from 7-Eleven.

"It is truly our pleasure to fulfil our part and make a difference in the community. Knowing that we can inspire change within these individuals to take charge in the betterment of their own lives motivates us to extend our help even further to those in need. It is our aspiration to continue to be 'Always There For You'," said 7-Eleven Malaysia general manager Roman Lee.

For more information, visit the 7-Eleven Malaysia website or its Facebook, Instagram or Twitter accounts.

