

NEWS CLIPPING

EVENT	Harbinger of Hope
PUBLICATION	theSun
PAGE/SECTION	14/Media & Marketing
DATE	28 April 2017
TIME	-

14 MEDIA & MARKETING
theSun ON FRIDAY | APRIL 28, 2017

Harbinger of hope

> 7-Eleven Malaysia teams up with NGO Hub Asia to empower autistic youth

7-ELEVEN Malaysia recently collaborated with NGO Hub Asia on a notable endeavour to empower autistic youth. The project involved youth inflicted with autism, encouraging them to take charge of their lives by providing them with an opportunity to learn and develop skills to effectuate employment.

SIGNIFICANT UNDERTAKING
The initiative involved autistic youths from the Autistic Café Project. These young adults were offered a short certification programme on "Cafe Preparation and Service" initiated by 7-Eleven Malaysia and NGO Hub Asia.

A team of volunteers from the 24-hour convenience store coordinated the programme at the Autistic Café Project centre in Puchong. The "students" were mentored by the volunteers on basic cafe preparation and food service skills, which included social etiquette and deportment skills, the art of serving food and bussing tables, along with relevant simple daily tasks. All these, backed up with words of encouragement and assurance, lent confidence to the autistic "apprentices".

Each youth was awarded a certificate and handed a goodie

bag to acknowledge their efforts in completing the programme.

7-Eleven Malaysia also contributed provisions and basic necessities to aid in the daily operations and catering services provided by the Autistic Café Project.

IMPACTING LIVES

Said Adli on the programme: "As parents, we constantly think of our children's best interests, and raising a child with autism is no different. In fact, it is even more crucial for us to be supportive of autistic children and to guide them to become independent individuals. "Knowing a child is capable of taking charge of his or her own future helps put any parent's mind at ease especially in seeing that they are able to support themselves when we no longer can."

7-Eleven Malaysia general manager of marketing Ronan Lee was delighted to be part of the significant project. "These youth need our help more than anyone else. The extent of their capabilities is boundless. By offering them a chance to learn, we are giving them a future."

"We at 7-Eleven Malaysia strongly believe in uplifting the



Adli (fourth from left) and 7-Eleven Malaysia general manager of marketing Ronan Lee (second from right) with volunteers from 7-Eleven Malaysia and NGO Hub and some of the autistic 'graduates'.

lives of those who need us, and knowing the difference we can make inspires us to continue our endeavours of being 'Always There For You', Lee said. For more information, visit the Autistic Café Project's Facebook page.

DID YOU KNOW?

The Autistic Café Project was established last year by Mohd Adli Yahya, who aspires to help local autistic youth take charge of their lives in seeking and securing future employment.

Introducing the new Era

A NEW high-rise property development offering the convenience of the bustling city life and a tranquil and serene retreat close by was recently launched. Defined as The Era @ Dutra North, the mixed-residential development is built on freehold land in the vicinity of Segambut, and presents optimal amounts of living space that embrace the work-live-play wholesome lifestyle concept.

Developers of this project - JKG Land Berhad, better known as Keladi Maju Berhad especially in the northern neighbourhood, has been in the industry for 20 over years. Seasoned visionaries in the team have come together bringing their wealth of experience, knowledge and expertise to the table to come up with this flagship project in the Klang Valley.

DEVELOPMENT WITH CHARACTER

The 14-acre development project

comprises six residential towers and a three-storey retail development, plus six over acres of landscaped "Forest Village" and wetlands. Residential towers scale up to 55 to 65 storeys high and offer fabulous space in a Moon Deck and Sky Lounge where residents can relax after a tiring day at work. Apart from panoramic and breathtaking views from the tallest buildings in this vicinity, the development project will offer home owners three residential "phases" with distinct ambience and character to make home of - Dawn, Noon and Eve.

From the cool comforts of Dawn to the tranquil relaxed environs of Noon, plus the recreational and entertaining offerings that span across Eve - residential units of between 64sqf and 2,035 sqf are designed to accommodate spacious living space. Home designs and layouts accommodate the single working professional as well as

multi-generational families, offering dual-key units as well as the luxury of owning individual sky gardens or even a semi-detached twin unit in the sky.

ALL INCLUSIVE LIFESTYLE

Proposed residential unit prices start from RM475,000 and offer a host of facilities and amenities, along with an interconnected retail area at Fiesta Walk, inspired by hilltop market towns. Here residents can stroll through the "High Streets" boulevard and feed their retail wants and needs along with F&B cravings.

JKG Land Berhad managing director Datuk Teh Kean Ming believes that the development's location that links it to Jalan Putrasas and Dutamas 2, and its close proximity to Pahlila, Dutamas, Solaris, KL Metropolis and the Matrade building makes The Era a good investment. "Dutra North's growing popularity will bring more vibrant opportunities and bigger returns for investment," he said, considering the relatively bottomed-out market and hedge against inflation.

The first phase of The Era @ Dutra North offering residential units in the first two Dawn-themed towers was recently launched. For more information, special launch promotions and packages, visit the developer's website.

From left: JKG Land Berhad director Datuk Sri Eddie Tan, Jkg chairman Tan Sri Robert Tan and director Datuk Anderson Thor at 'The Era Exclusive Media Launch'.



Daikin bags gold again

DAIKIN Malaysia is proud to share its latest accolade having won the Reader's Digest Trusted Brand Gold Award in the air-conditioning sector under the Malaysian category. This is the second consecutive time the company has bagged this award.

Daikin Malaysia Sales & Services Sdn Bhd assistant general manager Lai Yong Fatt was delighted on the achievement. It proved the brand's international appeal and demonstrated customers' confidence for its products.

Said Lai: "Trust means having confidence and also belief in another. Daikin is proud and honoured to once again have maintained the confidence and belief of consumers in Malaysia."

"With their continuous support, Daikin will work to further improve and innovate in satisfying the air-conditioning



Lai receives the award from Reader's Digest group advertising director (Asia Pacific region) Sheron White.

needs of consumers with the winning formula of fast cooling, product reliability and excellent after sales services."

The Reader's Digest 10th Trusted Brands Award Ceremony was held in April 2017. For more information, visit Daikin Malaysia's website or its Facebook page.

Charity dance showcase

BHARATHA Kalaanjali Malaysia (BKM), an Indian performing arts academy, presents a cultural charity event featuring a dance performance called *Natyaanjali - an offering of dance*.

Choreographed and directed by the founder of BKM Shrimathi Meera Venugopal, the showcase aims to encourage current students to pursue the art of Bharat (Indian classical dance) and take it to the next level, as well as preserve the traditional art form in this age of fusion and contemporary influence.

The event is in aid of Pusat Penjagaan Kanak-Kanak Cacat Taman Megah.

Date : May 6 (Saturday)
Time : 7pm
Venue : Temple of Fine Arts

Ticket price starts from RM50. Funds and donations are also welcomed, to help achieve the objective of helping the less fortunate. For more information, contact Rajkesh Gopal at 019-253 4970, Dr Jayalakshmy at 013-613 0098 or email rsj0042@gmail.com