



PRESS RELEASE

For Immediate Release

BERJAYA YOUTH JOINS FORCES WITH *STOP HUNGER NOW* TO PACK 100,000 MEALS

Kuala Lumpur, 11 October 2014 – Berjaya Youth (B.Youth), in collaboration with an international hunger relief organization, *Stop Hunger Now*, organized a volunteer-based meal packing event at Berjaya Times Square KL, the venue sponsor.

The “Berjaya Youth – Stop Hunger Now” event was made possible through a contribution of RM100,000 from the Better Malaysia Foundation during the 4th Berjaya Founder’s Day in February this year.

This initiative involved the collective effort of approximately 400 volunteers, of which close to 260 volunteers were staff of Berjaya Group of Companies. In addition, volunteers from *Kiwanis Club of Sri Petaling, Roots & Shoots Malaysia* and proactive youths who signed up through Berjaya Youth’s Facebook page also lent their support for this event.

Volunteers were required to work in teams to manage 12 packing stations. Each of them had a chance to play a part in the entire process of filling, weighing, sealing and boxing the meals. To maintain a high standard of hygiene and food quality, volunteers were required to sanitize their hands, wear a pair of medical gloves and a hair-net prior to handling the packing ingredients.

The 100,000 meals of highly nutritious ingredients comprising rice, soy, dehydrated vegetables and 21 essential vitamins and minerals will be distributed to The Malaysian Red Crescent Society for the Orang Asli community in Pahang and Johor who will soon brace the monsoon season; the Myanmar refugee children’s schools & clinic from Alliance of Chin

Refugees and Chin Student Organization which are based in Kuala Lumpur-as well as the International Care Ministries for the Haiyan and Glenda typhoon victims in the Philippines.

“It is heart-warming to see about 400 volunteers from all walks of life coming together to lend their helping hands for a worthy cause. This volunteering opportunity has given Berjaya staff and the other volunteers a chance to create a meaningful change in the lives of people in need. We want to instil the spirit of volunteerism among our Berjaya employees and the youth of Malaysia,” said Judy Tan, Senior General Manager of Corporate Communications Division of Berjaya Corporation Berhad.

“Stop Hunger Now’s vision is to see a world without hunger by continuously mobilizing resources and providing food and life-saving aid to the world’s most vulnerable. We hope to generate more awareness amongst Malaysians on hunger-related issues especially in our neighbouring countries of Asia,” said Mr. Tiki Keh, President of *Stop Hunger Now* Charitable Association.

In conjunction with the meal packing activity, Berjaya Youth also organized various entertainments by local celebrities such as Ida Marina, Bernie Chan, Chelsia Ng, Elvira Arul, Nell Ng, Winnie Ho, Dennis Gan, EE, Fayse, Jeffrey, Shio, Janet Lee, Pamela Chong, Jonathan Case, TP Lim, Ray Cheong, Crystal Lee and Aiden Soon. There were also fun games and quizzes conducted by these celebrities, offering attractive prizes sponsored by Cosway Malaysia, Starbucks Malaysia and Kenny Rogers Roasters.

B.Youth is a platform created by Berjaya Corporation Berhad specifically for the youth community of Malaysia, with the objectives of promoting positive youth development, learning and networking through B.Youth’s four key pillars namely Inspiration, Creativity, Eco and Animal. Other than the “ Berjaya Youth – Stop Hunger Now” meal packing event, some of the past and upcoming exciting projects include the annual Berjaya Youth Short Film Competition, Epic Homes Build Project, It’s Pawssible Campaign (an animal welfare project), Eco Tioman Island Clean-Up Day, TEDxYouth@KL as the ideas partner and many more. For further information, please visit www.facebook.com/berjayayouth or www.berjayayouth.com.

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About Better Malaysia Foundation (“BMF”)

Tan Sri Dato’ Seri Vincent Tan’s (“TSVT”) personal foundation, BMF, supports various community and charitable causes which include educational programmes, medical and health causes and humanitarian aid.

One of TSVT’s bigger projects in education is to help improve the standard of English in Malaysia, recognising that English is important in communications and the business world. BMF is presently working with a non-governmental organization to set up community learning centres in several parts of Malaysia to offer free education and soft skills training, with an emphasis on the English language to underprivileged communities. To date, there are 48 learning centres operating in both the Peninsular and East Malaysia.

About Stop Hunger Now Charitable Association

“Stop Hunger Now” meal-packing events are volunteer-based programs that coordinate the streamlined packing of highly nutritious dehydrated meals consisting of rice, soy, vegetables, and 21 essential vitamins and minerals. Around the world, nearly 870 million people lack adequate food and about 25,000 die each day from hunger-related causes. Stop Hunger Now operates meal packing locations in 19 cities throughout the U.S. and four international locations in South Africa, Malaysia, the Philippines and Italy.

For further information, please contact:-

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