

# B.YOUTH!

MEDIA RELEASE  
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## **“BERJAYA YOUTH SHOWTIME” PRESENTS EXCITING GAMES & INSPIRING TALKS**

Berjaya Youth (B.Youth), a youth empowerment initiative by Berjaya Corporation Berhad, will be organizing its annual B.Youth Showtime during Berjaya Founder’s Day 2015 (BFD15) on 28<sup>th</sup> March, from 2pm – 5pm at LG Concourse, Berjaya Times Square KL. Open to the general public, B.Youth Showtime presents an exciting line-up of fun games as well as inspiring talks by youth speakers. This year, youths and the public can look forward to 3 uniquely different games made possible by Berjaya subsidiaries - Kenny Rogers ROASTERS, BORDERS Malaysia and Papa John’s Pizza.

In conjunction with their 100<sup>th</sup> restaurant opening, Kenny Rogers ROASTERS developed the ROASTERS Frenzy Challenge gaming app with which participants are required to get their fast fingers ready for some chicken-catching action in this time-sensitive game. Prizes worth up to RM500 are up for grabs!

For those who like words, participate in the BORDERS Spelling Bee Challenge and stand a chance to win BORDERS book vouchers worth RM50 each. For those with hearty appetites and love pizzas, join the Papa John’s Pizza eating contest and stand a chance to win 6 months of FREE pizzas from Papa John’s Pizza! Conditions apply.

Apart from the fun and games, 2 inspirational speakers ie. Razif Hashim (actorpreneur) and Davina Goh (radio announcer) will be sharing their life stories and Cody “COEX” Foo will showcase his exceptional skill in beatboxing.

B.Youth Showtime is open to the public, for those interested to participate in the games, please visit the Berjaya Youth Facebook Page ([www.facebook.com/berjayayouth](http://www.facebook.com/berjayayouth)) for more information.

### **About Berjaya Youth**

Berjaya Youth (B.Youth) is a platform created by Berjaya Corporation Berhad specifically for the youth community of Malaysia which aims to enable Malaysian youths to be the difference and contribute to the society in their own unique ways. B.Youth encourages Malaysian youths to step out of their comfort zones to always think of ways to unleash their potential via its 4 key pillars namely Inspiration, Creativity, Eco and Animal.

B.Youth has actively collaborated with the likes of EPIC Homes in which more than 30 youths came together to build a house over 3 days for a needy orang asli family in Kampung Batu 12, Gombak, Selangor. Another inspiring project of a fairly large scale saw more than 400 B.Youth volunteers gathering at Berjaya Times Square KL to pack 100,000 Stop Hunger Now meals which were distributed to several beneficiaries at home and abroad. These two projects will return again in the 3rd and 4th quarter of 2015.

Apart from that, B.Youth also organizes the annual Berjaya Youth Short Film Competition (BYSFC) which has been held for 4 years now. BYSFC 2015 is scheduled to kick off in May. This competition serves as a catalyst to nurture and groom budding filming enthusiasts to become the next generation of film-makers. B.Youth has also organized a campaign under the Eco pillar which was the Tioman Island Beach Clean-Up where volunteers were given the opportunity to learn about the Biorock coral rehabilitation program as well as participate in the annual beach clean-up activity organized by the Berjaya Hotels & Resorts. This year, youths who are passionate about the environment will have the opportunity to participate in B.Youth's upcoming projects namely collaborative efforts with 2 social enterprises ie. Biji-Biji Initiative (upcycling workshop) and Ecocentric Transitions (edible gardening project).

Last but not least, B.Youth has driven fund-raising events and recruited volunteers for animal-related projects that promote the human-animal bond. One such project was the It's Pawssible Campaign which helped to spread the message of responsible pet ownership, the importance of spaying and neutering, as well as finding homes for rescued animals. Through contributions from Better Malaysia Foundation, a mobile animal clinic was donated to PAWS Welfare Animal Society. On top of that, RM150,000 was raised for the spaying and neutering of 1,000 animals through an internal fund-raising drive and a charity concert.

The B.Youth team is constantly looking for ways to come up with great learning experiences for Malaysian youths. Towards this end, B.Youth is always looking for enthusiastic participants and volunteers for many of its upcoming projects carried out through its 4 key pillars in 2015. For further information, please visit [www.facebook.com/berjayayouth](http://www.facebook.com/berjayayouth) or [www.berjayayouth.com](http://www.berjayayouth.com).

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