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ASHRAF SHAMSUL/THE SUN



Four B. Youth staff in T-shirts that signify the four pillars of B. Youth – Inspiration, Creativity, Eco and Animal.

Over 5,000 volunteers roped in by Berjaya Youth

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KUALA LUMPUR: Cultivating the spirit of voluntarism is one of the endeavours Berjaya Youth (B. Youth) strives to achieve and it has succeeded so far by roping in more than 5,000 youths from around the country.

Created by Berjaya Corporation Berhad, B. Youth, as it is better known, is specifically for the youth community to give them an opportunity to be different in the way they contribute their expertise, talent and services to society.

"We encourage Malaysian youths to step out of their comfort zones and unleash their potential through four pillars – Inspiration, Creativity, Eco and Animal. This allows them to make a difference to the community in their own way.

"From our collaboration with Epic Homes, we saw an overwhelming response where more than 30 youths came together to build a house for a needy orang asli family in Gombak," Bcorp's corporate communications senior manager Emily Tan told *theSun*.

"Our recent event with Roots & Shoots Malaysia in presenting 'Reasons For All, A Talk by Dr Jane Goodall', where 2,000 people, mostly youths, came together for a talk by Goodall, world renowned primatologist and United Nations Messenger of Peace, on conservation issues and her reflections and reasons for our planet's future, was inspiring. Many

meeting her in person," said Tan, who heads B. Youth.

B. Youth will be working with Roots & Shoots on two more programmes, one an animal welfare project and another on helping a refugee community in Malaysia.

Now, B. Youth is gearing up for its annual B. Youth Showtime during the 5th Berjaya Founder's Day, which will be held on March 28 at Berjaya Times Square.

"B. Youth Showtime will be open to the public and we would be presenting a line-up of fun games as well as inspiring talks from youth speakers. Actorpreneur Razif Hashim, who hosts *Best in the World*, a food programme on Asian Food Channel (AFC) and Lite FM radio announcer Davina Goh, who has learned Shaolin Kung Fu, will be giving inspiration talks. We

hope to see active participation from the crowd," Tan said.

This year, the theme for the Berjaya Founder's Day is "Let's Go – Plant a Seed of Love", which encourages everyone to take a step forward in volunteerism and contribute their time, skills and talent towards a good cause and make a difference within the community.

Another exciting project by B. Youth that will kick off in May this year is the annual Berjaya Youth Short Film Competition (BYSFC 2015) that often sees young talent on the path of becoming the next generation film makers.

Interested youths can get more information on some of B. Youth's exciting projects through the social media via their Facebook, YouTube, Instagram, Google+ and their own webpage at www.berjaya.com.

