



## **PRESS RELEASE**

***For Immediate Release***

### **2<sup>nd</sup> BERJAYA YOUTH - STOP HUNGER NOW MEAL PACKING EVENT RM100,000 worth of meals for people in critical need**

Kuala Lumpur, 10 October 2015 – Berjaya Youth (“B.Youth”), a youth empowerment initiative by Berjaya Corporation Berhad, and Stop Hunger Now Charitable Association of Malaysia (“Stop Hunger Now”), an international hunger relief organization, joined forces to organise a volunteer-based meal packing event for the second consecutive year at Berjaya Times Square KL.

B.Youth and Stop Hunger Now had chosen to hold this meal packing event around this time of the year to commemorate the World Food Day which is observed worldwide on 16th October annually to raise awareness of the issues and challenges surrounding malnutrition, hunger and poverty.

To make today’s meal packing event a reality, B.Youth roped in approximately 400 volunteers. Out of these volunteers, close to 300 of them were staff of Berjaya Group of Companies, while the others were proactive youths who signed up through Berjaya Youth’s Facebook page as well as volunteers from Nalanda Buddhist Society and Bandar Utama Dhamma Duta Youth.

A total of RM100,000 worth of meals were packed and handed over to: (1) Rotary Club of Kota Kinabalu South which is providing relief support to victims of the mud floods and landslides following the earthquake in Ranau, Sabah in June this year; (2) Yayasan Orang Kurang Upaya Kelantan for the handicapped children and adults of extremely poor background in Kelantan who are suffering from malnutrition; (3) Sarawak Dayak Iban Association for the underprivileged among the Dayak Iban ethnic group in Sarawak; and (4) Malaysian Red Crescent Society for the Orang Asli community in the rural parts of Pahang, Kelantan and Perak in anticipation of the monsoon season.

All these were made possible through monetary contribution from Better Malaysia Foundation during the Berjaya Founder’s Day in March 2015.

The highly nutritious ingredients in each meal pack comprising rice, soy, dehydrated vegetables and 21 essential vitamins and minerals had to be handled with care during the packing process. To maintain a high standard of hygiene and food quality, each volunteer was required to sanitize his or her hands, wear a pair of medical gloves and a hair-net prior to handling the packing ingredients. They then worked in teams at the 12 packing stations set up for this event and went through the entire process of filling, weighing, sealing and boxing the meals.

To jazz up the atmosphere of the meal packing event, B.Youth had specially arranged for budding Malaysian singers/bands i.e. Priscilla Xavier, Isaac Ho, Back2Basixx and Cocoa Buter to perform and entertain the volunteers as they showcased their talents.

“This is a gathering of 400 volunteers for a common cause. Our Berjaya Youth team was truly encouraged by the overwhelming response from Berjaya staff, Berjaya Youth Facebook community and supporting NGOs during the recruitment of volunteers. Berjaya Corporation will continue to support initiatives that promote and nurture volunteerism among the youth community in Malaysia through various inspiring and meaningful initiatives,” 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 increase the awareness level among Malaysians of the basic issues of hunger and malnourishment that some of our fellow Malaysians and many people around the world are facing,” said Mr. Tiki Keh, President of Stop Hunger Now Charitable Association of Malaysia.

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### **About Berjaya Youth (B.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 make a difference in our community in respect of 4 key pillars – inspiration, creativity, eco and animal. Through Berjaya Youth, young people are given the opportunities to participate in various exciting projects which nurture them in the areas of leadership, creativity, proactivity, volunteerism, positive thinking and good values.

Other than the Stop Hunger Now Meal Packing Event, some of the past and upcoming exciting projects include Berjaya Youth Short Film Competition, Wild About Arts! An Awareness Campaign of Endangered Malaysian Wildlife, Reasons For Hope – A Talk by Dr. Jane Goodall, 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](https://www.facebook.com/berjayayouth) or [www.berjayayouth.com](http://www.berjayayouth.com).

### **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.

### **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, as well as 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.

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