



For Immediate Release

**4<sup>TH</sup> BERJAYA YOUTH - RISE AGAINST HUNGER MEAL PACKING EVENT  
RM100,000 worth of meals for those critically in need**

Kuala Lumpur, 28 October 2017 – For the fourth consecutive year, Berjaya Youth (“B.Youth”), in collaboration with Rise Against Hunger, an international hunger relief organization formerly known as Stop Hunger Now, organised a charity meal packing event at Berjaya Times Square KL today.

This event has aptly coincided with the missions of the World Food Day, recently celebrated on 16 October 2017, which promotes worldwide awareness and action for those who suffer from hunger and for the need to ensure food security and nutritious diets for all.

This meal packing exercise was made possible with the monetary contribution of RM100,000 from Berjaya Cares Foundation. The meals were packed and handed over to the beneficiaries - Rotary Club of Kota Kinabalu South (RM40,000 worth of meals) which will then be distributed to the very recent flood victims in Kota Belud, Sabah as well as the poor communities in the interior of Sabah; Malaysia Red Crescent Society (RM30,000 worth of meals) which will soon come in handy for those bracing the monsoon season on the East Coast of Malaysia; MyKasih Foundation (RM20,000 worth of meals) for needy Orang Asli communities in some parts of Peninsular Malaysia; and Alliance Chin Refugees (RM10,000 worth of meals) who need a continual flow of meals for their 7 schools and clinic operation.

Apart from benefitting the charitable foundations, what made today’s event significant was the spirit of volunteerism and collaboration demonstrated through the combined effort of approximately 470 volunteers. They were made up of about 430 Berjaya staff and their family and friends with the remaining being the youths who signed up on Berjaya Youth’s Facebook page.

Working in 2 shifts, the volunteers were assigned to man 12 packing stations with each of them playing a part in the packing process - filing the ingredients, weighing, sealing and boxing the packed meals. The nutritious ingredients in each meal pack consisting of rice, soy, dehydrated vegetables and 21 essential vitamins and minerals were handled with care and hygiene during the packing process, in order to maintain the food quality. Prior to handling the ingredients, the volunteers were required to sanitize their hands and wear a pair of medical gloves and a hair-net.

To jazz up this charity event, the 2<sup>nd</sup> runner-up of Berjaya TeenStar Challenge 2017 modern dancing category lent support with their winning performance.

“It is uplifting to see a huge number of Berjaya staff coming together to lend support at this charity event. What is even more heartening is that many present today are repeat volunteers, which goes to show that many among us look forward to having a chance to positively impact the lives of the less fortunate. Besides monetary support for charitable causes, Berjaya Corporation is glad to have engaged the staff in contributing their time and effort towards meaningful causes such as this,” said Judy Tan, Senior General Manager of Corporate Communications Division of Berjaya Corporation Berhad.

“Rise Against Hunger’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 a greater awareness among Malaysians of the most basic need – food and nutrition - in the community,” said Mr. Tiki Keh, President of Rise Against Hunger 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 and it 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 this Rise Against Hunger Meal Packing Event 2017, some of the past projects include Stop Hunger Now Meal Packing Event 2014 – 2016, Berjaya TeenStar Challenge 2017 & 2016, Paint My Favourite Animal Social Media

Contest 2017, TEDxYouth@KL 2013 – 2017 (as an Ideas Partner), Finding Life’s Passion - A Talk by Dr. Jane Goodall 2016, Reasons For Hope – A Talk by Dr. Jane Goodall 2015, Wild About Arts! An Awareness Campaign of Endangered Malaysian Wildlife 2015 – 2016, EPIC Homes Build Project 2014 – 2015, It’s Pawssible Campaign 2013 - 2014 (an animal welfare project), Eco Tioman Island Clean-Up Day 2013 and Berjaya Youth Short Film Competitions 2011 – 2015. For further information, please visit [www.facebook.com/berjayayouth](http://www.facebook.com/berjayayouth), [www.instagram.com/berjayayouth](http://www.instagram.com/berjayayouth) and [www.berjayayouth.com](http://www.berjayayouth.com).

### **About Rise Against Hunger Malaysia**

Rise Against Hunger meal packing events are volunteer-based programs that coordinate the streamlined packing of highly nutritious dehydrated meals consisting of rice, lentil, 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. Rise Against Hunger operates meal packing locations in 20 cities throughout the U.S. and five international locations in South Africa, Italy, Malaysia, the Philippines and India.

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