

# Celebrities come together for a cause

IN the spirit of sharing and caring during Hari Raya, 10 popular local celebrities joined hands to help money-broking company Harlow's & MGI Sdn Bhd (HMGI) raise funds for 10 selected charitable organisations.

Held at the ballroom of Maya Hotel in Kuala Lumpur, the famous faces namely Ning Baizura, Amber Chia, Alexis SueAnn, Daphne Iking, Diana Danielle, Hannah Tan, Hunny Madu, Megan Tan, Patricia Knudsen and Reem Shahwa presented cheques of RM20,000 each, donated by HMGI, to 10 charitable organisations of their choice.

The charity day, which has been running since 2011, is the company's corporate social responsibility initiative to ease the burden of charitable organisations.

Representatives from the organisations namely the National Cancer Society of Malaysia, Breast Cancer Welfare Association Malaysia, Protect and Save The Children, National Kidney Foundation of Malaysia, Kiwanis Down Syndrome Foundation, Pertubuhan Membantu Pesakit Parah Miskin Malaysia (PMPPMM), Malaysia Mental Health Association, Yayasan Chow Kit, Women's Aid Organisation as well as Malaysian diabetes Association were present to receive their cheques.

Singer and song writer Hunny Madu, who helped the company to gather the celebrities for the initiative, said the charitable organisations were carefully selected by the organisers and their guests to help lighten the load felt by the less fortunate.

Selecting PMPPMM as her beneficiary this



(Standing from left) — Knudsen, Hunny, SueAnn, Megan, Ning, together with (seated from left) Chia, Daphne and Hannah holding the mock cheques for their respective choices of charitable organisations. — Picture by Ham Abu Bakar

year, Hunny said the foundation provides basic financial aid and medical equipment to terminally ill folk from marginalised communities.

Speaking at the event, HMGI executive director and chief executive officer Shahrudin Othman said HMGI's annual charity day was initiated in 2011 but its charity day with celebrities was first held

in 2016 to encourage more customers to contribute to the cause.

"Upon receiving RM20,000 from the company, each of the celebrities present it to a deserving charitable organisation," he explained. "We believe that the presence of the famous personalities will encourage our customers to contribute more to our charitable effort."

Shahrudin stated that the company has thus far raised a total of RM1.6 million for charity through its corporate social responsibility projects since 2009.

In the meantime, MHGI's executive director Mohd Hatim Abdullah expressed the hope that the company's effort will continue to be a yearly affair and that more celebrities will support the cause.