



Charity boost for NKF patients

GIVING HOPE: Convenience store chain 7-Eleven contributes to kidney patients

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IN line with the company's corporate social responsibility programme, 7-Eleven Malaysia Sdn Bhd successfully raised RM26,220 from donation boxes placed at its outlets.

This charity drive was held in aid of the National Kidney Foundation of Malaysia (NKF).

A total of 1,315 7-Eleven outlets nationwide participated in the "Spare A Change, Save A Life" donation drive that took place last November.

In order to attract the community's support, charity-related messages were carried on 7-

Eleven's Facebook page, corporate website and 7-Eleven's in-store donation boxes.

Email that promoted this good cause were also sent to all Berjaya Corporation staff to encourage their participation in community care.

Speaking about the campaign, NKF chief executive officer Chua Hong Wee said: "NKF is grateful to 7-Eleven's kind support in this meaningful charity drive; the funds will definitely help ease the burden of our kidney patients.

"All the support and kindness shown have enabled NKF to continue to do what we do best, providing dialysis care to poor kidney patients and also educating

the public on kidney care."

The 7-Eleven Community Care programme has helped to make a difference for the community in need, with the generous support from the public.

Nikkie Tan, representative from 7-Eleven Malaysia Sdn Bhd said: "We at 7-Eleven believe and practise the concept of receiving and giving. Every person should be given an opportunity to grow, and to be in a safe environment with proper care.

"Through the funds channelled via 7-Eleven Community Care, we hope that the kidney patients at NKF are able to benefit from quality dialysis treatment. Giving hope is what we take pride of."

Chua Hong Wee presenting a certificate of appreciation to **Nikkie Tan**.