

Running for a good cause

> Kenny Rogers Roasters contributes to Food Aid Foundation through its 11th Roasters Chicken Run

EARLY last Sunday morning, more than 2,500 enthusiastic runners were up and about participating in the 11th Roasters Chicken Run (RCR), organised by Kenny Rogers Roasters (KRR).

MORE THAN FUN RUNNING

Arriving at the Sunway Lagoon premises from as early as 6.30am, the participants were led into an energetic 15-minute warm-up session, conducted by a team from Celebrity Fitness. The runners' task for the event was naturally to run, but while balancing an egg on a cone! Participants were divided into various categories based on age.

"RCR has always been one of our many significant events and seeing its success to date, it is absolutely worth the effort when Malaysians are equally supportive of the cause. This year, through the amount of RM66,000 raised from the event, we are glad to share that KRR will be reaching a larger number of those in need, by providing them with nutritious wholesome meals, as well as donating funds to various organisations through the Food Aid Foundation," said Berjaya Roasters (M) Sdn Bhd group executive director Datuk Francis Lee.



SUPPORTING THOSE IN NEED

Two thousand sets of Kenny Roger's Chicken Meals will be contributed to the Food Aid Foundation. These will then be further distributed to approximately 20 charitable homes to feed both the young and elderly. The remaining funds will be used to buy groceries and other necessities for other homes supported by the Food Aid Foundation.

"I am glad to show my gratitude and support to this meaningful event. We appreciate the generosity from KRR and fellow Malaysians in support of the foundation. With the contributions



garnered from the event, we will certainly be able to extend our arms to a greater number of homes and provide them with more nutritious food supplies," said Food Aid Foundation founder Rick Chee.

The Roasters Chicken Run 2015 was co-organised by Sunway

Lagoon and supported by Groupon, 100 Plus, BCard, Berjaya Hotels & Resorts, High 5, Celebrity Fitness, Unilever Food Solutions, Starbucks, Sports Toto, Salonpas and RockTape.

THE INITIATIVE

The Roasters Chicken Run is an initiative under the Kenny Rogers Roasters Community Chest Campaign. It was established in 2005 in aid of the less fortunate. Since its inception, the Roasters Chicken Run has raised more than RM600,000 for a number of charitable organisations and homes. These include:

- ▶ Little Yellow Flower Foundation;
- ▶ Tabung Kebajikan Pesakit HUKM;
- ▶ Pediatric Unit HUKM (Oncology);
- ▶ Unit TUTUR - Aural Rehabilitation Centre for Hearing Impaired Children;
- ▶ Yayasan Budi Penyayang Malaysia;
- ▶ House of Joy and Faith;

- ▶ Yayasan Sunbeams Home;
- ▶ Rumah Juara;
- ▶ Rumah Kanak-kanak Tengku Budriah;
- ▶ Rumah Sayangan;
- ▶ Malaysian National Kidney Foundation - Dialysis Treatment for the Young;
- ▶ Rumah Hope;
- ▶ Rumah Kebajikan Anbu Illam;
- ▶ Rumah Charis Ti-Ratana Welfare Society; and
- ▶ Tabung Kebajikan Pesakit PPUKM - Young Diabetic Patients.

The Food Aid Foundation is a non-profit organisation that provides basic nourishment to charitable homes, rehabilitation and feeding centres, poor families and the destitute. For more information, visit www.krr.com.my

(Right, from left): Berjaya Roasters senior GM Lee Siew Weng, Lee and Chee, during the cheque presentation in the presence of the KRR mascot at the event.

