

# Hotels unite for a better world

## Simultaneous run raises RM27,000 in aid for children's home

**T**EN hotels across Malaysia participated in an inaugural charity run simultaneously which saw the runners dressed as superheroes.

The joint effort was part of the hotel group's corporate social responsibility (CSR) initiatives.

In Kuala Lumpur, five hotels – Aloft Kuala Lumpur Sentral, Four Points by Sheraton Puchong, Le Méridien Kuala Lumpur, Sheraton Imperial Kuala Lumpur and The Westin Kuala Lumpur – pooled their resources to organise the "Run for a Better World" in aid of the Shelter Home For Children.

The hotels managed to raise RM27,000 through registration for the run, donations and sales from various activity booths on that day.

Hotel associates were encouraged to dress up as their favourite superhero to symbolise hope and bring smiles to the faces of the children.

In the Klang Valley, the run was held in Taman Jaya, Petaling Jaya, where there was some 200 participants.

The children from the home were overjoyed on seeing their favourite superheroes – Superman, Supergirl and Spiderman – making a special appearance during the

run, which managed to raise RM8,900.

The other locations where the run was held included Westin Langkawi Resort & Spa, The Andaman, A Luxury Collection Resort and Four Points by Sheraton Penang.

In Langkawi, in addition to the run at Lagenda Park, a bazaar offering a host of fun-filled activities was held at the same time.

The event raised RM11,810 for the hotel group's Associate Relief Fund, a charitable corporation established to financially support the emergency housing needs of associates who have suffered significant loss as a result of natural disasters or large-scale displacement.

In Sabah and Sarawak, Four Points by Sheraton Sandakan and Le Méridien Kota Kinabalu also conducted a 5km run at the famous Sandakan Heritage Trail.

The proceeds will be go to the Sandakan Kidney Society (RM19,000) and the National Kidney Foundation Kota Kinabalu (RM8,000), respectively.

Representatives from Sandakan Hospital also set up a blood donation counter during the event – collected 17 pints of blood and signing up 23 organ donors.



**Everyday heroes:** Participants having a fun time at the Run For A Better World at Taman Jaya, Petaling Jaya.