

Toyota Classics 2014 to raise funds



Picture: Ismail Che Rus

(From left) National Kidney Foundation of Malaysia CEO Chua Chong Hee, Dr Aziah Ahmad, Ismet and Puvaneswary at the Toyota Classic 2014 media briefing in Kuala Lumpur yesterday

by MOKHRIZ MOKHTAR

CELEBRATING its 25th anniversary this upcoming November, Toyota Classics 2014 will feature an envelope-pushing, highly prestigious music orchestra that boasts some of the best soloists from around the world.

Briefing on the annual philanthropic fundraiser, UMW Toyota Motor manager of external affairs department, marketing division Puvaneswary Raja Raman said this year's edition will feature the Covent Garden Soloist Orchestra from London, with virtuoso soloists Vasko Vassilev and Pamela Nicholson under the baton of world-renowned conductor

Miguel Angel Navarro.

"Look forward to a dramatic and interactive classical orchestra with the glamour of the silver screen," she said.

UMW Toyota Motor president Datuk Ismet Suki said thousands of lives have been transformed positively through this event and he shared that with this long-awaited anniversary, UMW Toyota Motor hoped to expand the frontiers of classical orchestra with a musical extravaganza that will truly live, far beyond the stage.

The theme for this year's Toyota Classics, "Music that Moves Lives" is therefore apt.

"We believe in striving and making a difference in every

place we live, work or conduct business, which is in line with the company's initiatives," he added.

The one night performance gala, which had a total of RM352,000 raised last year, aims to raise RM365,000 for three deserving charity organisations — Lung Foundation of Malaysia, the National Kidney Foundation, and Pertubuhan Kebajikan dan Perlindungan Nur Qaseh Malaysia.

Lung Foundation of Malaysia board member Datuk Dr Aziah Ahmad Mahayiddin said the donation will be used to sponsor the purchase of respiratory support equipment and to assist the less fortunate patients who cannot afford to

buy this equipment.

"The equipment such as oxygen cylinders, oxygen concentrators, portable ventilators, nebulisers and other devices are not cheap and they are usually not provided by public hospitals once the patient is discharged home," she added.

The gala night will be held on Nov 11, 2014, at Dewan Filharmonik Petronas. Tickets priced at RM220, RM170, RM120 and RM60 can be purchased from its Box Office.

The event will be graced by the Sultan of Selangor, Sultan Sharafuddin Idris Shah, Tun Dr Mahathir Mohamad and Tun Dr Siti Hasmah Ali.