



(From left) Carpe Ri co-founder Joon Tan, Pecca Group corporate strategist Kelly Teoh, NKF chief executive officer Chua Hong Wee, Danieul and Malaysian celebrity Vince Chong at the launch of the Hero Float tribute to frontliners.

# Frozen dessert tribute to healthcare workers

INSPIRED by medical healthcare professional, Carpe Ri created a frozen yoghurt dessert in their honour.

It was also one of the key players behind a campaign to help provide personal protective equipment (PPE) to frontliners at the National Kidney Foundation.

Carpe Ri co-founder Danieul Mudali said they wanted to take this opportunity “to create the coolest-ever tribute to frontliners” through the frozen confection called “The Hero Float.”

“We drew inspiration for The Hero Float from the passion, dedication and selflessness exhibited by frontliners.

“Our innovation carries colours brilliantly. Combine it with appropriate ingredients and it can communicate a positive frontlin-

er backstory.”

The *halal* Hero Float is eco-friendly and contains soluble fibre and prebiotics,” said Danieul.

The Hero Float was available at Sunway Pyramid until July 12 and people could donate any amount they wished.

Campaign sponsors were Pecca Group, Carpe Ri Sdn Bhd, digital marketers Social Grooves, website designers Brand You Sdn Bhd, public relations consultants iPR and ice-cream ingredient suppliers French Marque Sdn Bhd.

The three-month social media campaign included a week-long ground event at Sunway Pyramid, its official venue sponsor.

In conjunction with the launch, Pecca donated PPE worth RM20,000 to NKF.