



**AmBank Group**

**Media Release**

---

23 February 2013

## **AmBank Group brings Chinese New Year Joy to 90 Children and Youths in Kuching, Sarawak**

AmBank Group through its sports club, Kelab AmBank Group (KAG) today held a Chinese New Year celebration for 90 children and youths from Kuching Boy's Home and Kuching Children Home in Sarawak.

Organised under the Group's AmKasih Programme which is a platform for the Group's Corporate Social Responsibility (CSR) sustainable development initiatives, KAG initiated this charity event to bring happiness and smiles to all children and youth at the home in conjunction with the Year of the Snake.

Both homes are run by The Salvation Army, an organisation which provides social service to all people, regardless of race or religion.

The 90 children and youths whose ages ranged between 8-17 years old, received red packets, goodies, musical instruments, amplifier and computers. The homes were also presented with donation of RM5,000 cash.

"To usher in the Year of the Snake, AmBank Group is delighted to celebrate Chinese New Year with the children and youths from these three homes. Chinese New Year is a time of family reunion, happiness and delicious food which is part of the Malaysian DNA.," said Quek Kim Heng, Vice President, Kelab AmBank Group.

He also stressed that CSR projects such as these are important in bringing awareness about the charity homes and also help bring AmBank closer to the

community by fostering closer relationship between KAG members, in line with the AmBank Group's objective of contributing to the society.

AmBank Group continuously plays a CSR role for the community at large via the AmKasih Programme, irrespective of race, creed or religion as we contribute to the sustainable development of the community within which we operate.

This approach has been and will continue to be the mainstay in our approach to community care programmes. A project such as this helps to meet our objective to play an effective corporate role as a socially responsible corporate citizen.

---

***For further information, please contact Syed Anuar Syed Ali, Senior General Manager, Group Corporate Communications and Marketing, AmBank Group at Tel: 03-2036 1703 or email at [sasa@ambankgroup.com](mailto:sasa@ambankgroup.com)***