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AmBank Group hosts *Hari Raya* shopping and Majlis Berbuka Puasa for less fortunate children and youths in Negeri Sembilan

AmBank Group through its sports club, Kelab AmBank Group (KAG) today invited 109 less fortunate children and youths from Ibu Pejabat Polis Daerah Jempol and 14 schools around the Bahau district for a *Buka Puasa* treat and also purchased *Baju Raya* and distributed *Duit Raya* to them.

The 14 schools are Sekolah Kebangsaan (SK) Serting Ulu, SK Serting Hilir, SK Serting Felda, SK Jempol, Sekolah Menengah Kebangsaan (SMK) Seri Jempol, SMK Batu Kikir, SMK Dato Mansor, Sekolah Menengah Agama (SMA) Hj Muhammad, SMA Dato' Hj Mustafa, SK Ilir, SMK Batu Kikir Model Khas, SMA Jambu 8, SK Raja Alias 3, SK Tunku Muda Serting.

In line with the spirit of Ramadhan, KAG initiated this charity event to bring joy and happiness to these children and youths. Starting off with a shopping session, the 42 boys and 67 girls aged from 7 to 17 years old were ushered to Upwell Shopping Centre, Bahau to shop for new *Baju Melayu* and *Baju Kurung*.

Later in the day, AmBank Group hosted a "Buka Puasa" for the children and youths at the Era Golf and Country Resort, Bahau.

"This Buka Puasa session is one activity we look forward to every year in the holy month of Ramadhan. This is one way for us to contribute to the less fortunate, in line with the Islamic teachings of caring, self discipline, sacrifice and sympathy to the less fortunate," said Syed Anuar Syed Ali, President,





KAG who is also the Senior General Manager, Group Corporate Communications and Marketing, AmBank Group.

“We are pleased to have the children and youths joining us here today and their presence certainly makes this Ramadhan a meaningful occasion for all of us,” he added.

Syed Anuar and the AmBank Group Southern Region management later presented *duit raya* to the children and youth. The Group has already organised the same programme in Kuala Lumpur last week and will be organising the same programme in Langkawi, Kedah this coming Saturday.

This programme falls under AmKasih Programme which is a platform for the Group’s Corporate Social Responsibility (CSR) sustainable development initiatives. The AmKasih Programme focuses on “reaching out to the community” and will serve as an umbrella for all AmBank Group’s CSR efforts to help the community.

AmBank Group continuously plays a CSR role for the community at large, 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.

The treat for children and youths is part of AmBank Group’s all-year round charity programme. The Group has always striven to play a significant role in contributing to society at large through initiatives such as these. In the past, many charity organisations have benefited from AmBank Group’s corporate social responsibility programmes.

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