



19 July 2014

**AmBank Group hosts *Hari Raya* shopping and Majlis Berbuka Puasa for less fortunate children in Pulau Langkawi**

AmBank Group through its sports club, Kelab AmBank Group (KAG) today invited 90 less fortunate children from two charity homes and three schools around Pulau Langkawi for a *Buka Puasa* treat and also purchased *Baju Raya* and distributed *Duit Raya* to them.

The two charity homes are Rumah Nur Kasih and Rumah Putera Anjung Kasih and the three schools are Sekolah Kebangsaan (SK) Seri Negeri, SK Kedawang and SK Kilim.


SK Kedawang is also an AmBank Group adopted school assigned by Bank Negara Malaysia for our School Adoption Programme.

In line with the spirit of Ramadhan, KAG initiated this charity event to bring joy and happiness to these children. Starting off with a shopping session, the 54 boys and 36 girls aged from 7 to 12 years old were ushered to Billion Duty Free, Langkawi Fair Shopping Mall to shop for new *Baju Melayu* and *Baju Kurung*.

Later in the day, AmBank Group hosted a "Buka Puasa" for the children at the Restaurant Seashells Chenang, Laman Padi, Pantai Chenang.

"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 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 Northern Region management later presented *duit raya* to the children. The Group has already organised the same programme in Kuala Lumpur last week and Negeri Sembilan last Thursday, 17 July 2014.

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 the single 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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