



25 August 2014

Kelab AmBank Group hosts *Hari Raya Aidilfitri* charity programme for less fortunate children

AmBank Group through its sports club, Kelab AmBank Group (KAG) today celebrated the joy of Hari Raya Aidilfitri with 58 children from Rumah Kebajikan Anak-Anak Yatim Al-Hijrah and Madrasah At-Tahfiz Al-Faaiz.

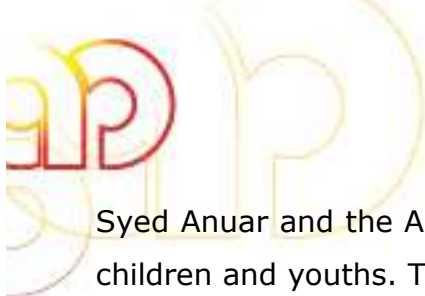
In line with the spirit of Syawal, KAG initiated this charity event to bring Aidilfitri joy to 50 boys and eight girls whose ages range from seven to 17 years old. KAG distributed RM50 *duit raya* to recipient and hampers to the recipients each worth RM100. AmBank Group also contributed necessary items such as praying mats, tables, chairs, cabinets, refrigerators and televisions worth around RM4,000.

In attendance at the Hari Raya Aidilfitri celebrations were Syed Anuar Syed Ali, President, KAG who is also the Senior General Manager, Group Corporate Communications & Marketing, AmBank Group; Encik Mohd Nawawi Mohd Yusoff, Regional Director, East Coast Region, AmBank (M) Berhad and Senior Management and staff from AmBank East Coast Region.

In his speech, Syed Anuar said, "Celebrating *Hari Raya* with the less fortunate is one activity we look forward to every year in the month of Syawal. This is one way for us to contribute to them, in line with the Islamic teachings of caring, self discipline, sacrifice and sympathy to the less fortunate.

"We are delighted to celebrate Hari Raya Aidilfitri with children and youths here today. Their presence certainly makes this Syawal a meaningful occasion for all of us." he added.





Syed Anuar and the AmBank Group East Coast Region management later presented *duit raya* to children and youths. The Group has already organised the same programme in Batu Pahat, Johor on last Tuesday, 20 August 2014.

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.

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.

The treat for underprivileged community 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 such as Yayasan Bandaraya Johor, Sekolah Kebangsaan Taman Suria, Johor; Sekolah Agama Nyior Kluang, Johor; Sekolah Agama Sri Taman Kluang Barat, Johor and Rumah Anak Yatim dan Miskin Nur Iman, Pahang; Sekolah Kebangsaan (SK) Serting Ulu, Negeri Sembilan, SK Serting Hilir, Negeri Sembilan; SK Seri Negeri, Langkawi, SK Kedawang, Langkawi and SK Kilim Langkawi; Sekolah Agama Seri Telok, Johor and Sekolah Agama Kenangan Dato Onn, Johor.

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