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Media Release

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AmBank Group Camel Sponsorship at Zoo Negara Enters its Twenty Ninth Year

AmBank Group entered its 29th year of sponsoring Zoo Negara's Dromedary camels with a contribution of RM40,000 for year 2014. This year, we have involved the Group's sports club, Kelab AmBank Group (KAG) and also brought in the Savers' G.A.N.G. accountholders to participate in the sponsorship programme activities. A mock cheque presentation and a series of activities were held today at Zoo Negara Malaysia.

The cheque was presented to Dato' Sr. Zaharin Md. Arif, President of Malaysian Zoological Society by Syed Anuar Syed Ali, President of Kelab AmBank Group and Senior Vice President/Head of Group Corporate Communications and Marketing, AmBank Group witnessed by 1060 participants including members of KAG and their families as well as 80 Savers' G.A.N.G. accountholders from ages eight to 12 years.

In his speech, Syed Anuar said, "Camels are closely related and have always been celebrated as an iconic emblem that has been associated with the AmBank Group throughout the years. Hence, the Group is pleased to renew its sponsorship for year 2014 at a total amount of RM40,000.



“Besides participating in the treasure hunt and colouring contest, this year the participants who are also KAG members will have the chance to meet Xing Xing and Liang Liang, at the Giant Panda Conservation Centre.” he added.

It has been an annual practice of the Group since 1985 to assist Zoo Negara in its upkeep of the camels. The Group has in total for the last 29 years contributed more than RM745,000.

The programme at Zoo Negara is one of many social activities that the Group organise in its effort to play a sustainable and proactive role as a caring corporate citizen. This CSR role has a direct impact on the Group operations especially in area where we operate, targeting everyone in the community, irrespective of race, creed or religion. In this regard, AmBank Group intends to contribute to the sustainable development of the community within which it operates and this approach has been and will continue to be the mainstay in AmBank’s approach to community care programmes.

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 serves as an umbrella for all AmBank Group’s CSR efforts. A project such as this helps to meet our objective to play an effective corporate role as a socially responsible corporate citizen.

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