
Press Release

17 February 2015

Kelab AmBank Group celebrates Chinese New Year in Skudai, Johor

AmBank Group through its sports club, Kelab AmBank Group (KAG) organised a Chinese New Year treat for 60 children and youths in Skudai, Johor on Monday, 16 February 2015.

The charity event brought joy and smiles to the children and youths as they were all presented with some cash contribution and goodies. The children were also ushered for a shopping session at a local shopping mall followed by a sumptuous high-tea at Dewan Serbaguna Skudai, Majlis Perbandaran Johor Bahru Tengah where they were entertained by a lion dance performance.

"We are honoured to organise today's Chinese New Year celebration for these 60 children and youths. We also hope that our wheel chairs contribution to Pusat Jagaan Orang Tua Ceria will assist them in their everyday life" said Syed Anuar Syed Ali, President Kelab AmBank Group, who is also the Senior Vice President/Head, Group Corporate Communications and Marketing, AmBank Group.

He also stressed that projects such as these are important in bringing awareness for the charity homes and also help foster closer relationship between KAG members and the less fortunate, in line with the club's objective of contributing to the society.

The 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 of playing an effective corporate role as a socially responsible corporate citizen.

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