



**AmBank Group**

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## Press Release

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29 January 2016

### **AmBank Group conducts its Back To School Charity Programme in Sibü, Sarawak**

AmBank Group through its sports club, Kelab AmBank Group (KAG) started its annual Back To School Charity Programme in Sibü, Sarawak on 16 January 2016 for 60 children and youths comprising 32 boys and 28 girls, aged 6 to 16 years old from Methodist Children Home Sibü.

The charity event brought joy and smiles to the children and youths as they were brought on a shopping session at leading shopping mall in Kuching for school necessities and clothing. They were later presented with goodie bags followed by a sumptuous lunch.

This charity programme falls under the AmKasih Programme which is the Group's platform for its 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 CSR efforts to help the community.

"We are honoured to organise today's Back To School Charity Programme with the children and youths from Methodist Children Home Sibü. Today's charity programme in Sibü is the last Back to School Charity programme after similar programmes conducted in November and December 2015 in Subang Jaya, Selangor, Seremban, Negeri Sembilan, Bagan Serai, Perak, Dungun, Terengganu, and Kota Kinabalu, Sabah" said Simon Su, Regional Director, Sarawak Region, AmBank (M) Berhad.





Mr Simon stressed that projects such as these are important in creating awareness for the children's needs and also help foster closer relationship between KAG members and the less fortunate, in line with the club's objective of contributing to society.

The AmBank Group continuously plays a CSR role for the society 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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***For further information, please contact Syed Anuar Syed Ali, Head, Group Corporate Communications & Marketing, AmBank Group at Tel: 03-2036 1703 or email at [sasa@ambankgroup.com](mailto:sasa@ambankgroup.com)***

