

News Clippings

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SNIPPETS

OSKF & Atria bring joy to 60 underprivileged kids

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OSK Foundation (OSKF), the philanthropic arm of OSK Group and Atria Shopping Gallery (Atria) brought festive joy to 60 underprivileged children from the House of Joy, Rumah Kebajikan Karuna Illam and Rumah Kanak-Kanak Trinity through a fun-filled day of games, gift exchange and watching the final Star Wars sequel, “The Rise of Skywalker”, at MBO Cinemas in Atria.

Adding to the Star Wars atmosphere and anticipation were Stormtroopers from the Imperial Army and lightsaber ‘lessons’ for young aspiring Jedis by the Star Wars Malaysia Fan Club and 501st Legion Malaysia Garrison.

The charity event, known as the 'Gift of Hope' Christmas Party, was a festive collaboration between OSKF and Atria. Children from the three charity homes were treated to a sumptuous lunch, before adjourning to the mall's Centre Court to join another 60 Atria loyalty members' children (Atria Friend and Atria Junior members) for games and gift exchange. Atria Friends were encouraged to sign up for this event in the spirit of Christmas and to share joy with the underserved community.

The participants each brought a gift to exchange with the children from the homes and at the end of event, all 120 children went home with a delightful Christmas present, just in time for the Christmas celebration.

"The 'Gift of Hope' Christmas Party and the 'Star Wars' franchise share a common goal: to connect people and unite the world," said Cheryl Ong, Chief Executive Officer of OSKF. "We are thrilled to join forces with children from the three homes and Atria, while at the same time engaging with Atria loyalty members to spread the joy of giving, in conjunction with the Christmas celebration."

Each charity home was presented with a donation by OSKF to support their monthly expenses and maintenance as well as gifts for the children based on their wish list. MBO Cinemas also sponsored popcorn and drinks to enhance the movie-going experience for the children.