

News Clippings

(Strictly for internal circulation only)

| | | | | | | | | |
|-----------------------|--------------------------------|-----------|-------------|---|--------------|----------|-------------|------|
| Date | Day | Wednesday | Date | 6 | Month | December | Year | 2017 |
| Publication | The Star | | | | | | | |
| Headline/Title | Adopt a tree this season | | | | | | | |
| Page/Section | Pg. 15/Star Metro | | | | | | | |
| Compiled by | Group Corporate Communications | | | | | | | |

STARMETRO, WEDNESDAY 6 DECEMBER 2017 Events 15

Adopt a tree this season

Mall and foundation team up to raise funds for welfare society

By RUBY LIM
rbyylim@thestar.com.my

IN THE spirit of giving, Atria Shopping Gallery and OSK Foundation raised RM38,000 through their Adopt A Christmas Tree campaign.

The funds will be channelled to Suka Society, also known as Persatuan Kebajikan Suara Kanak-kanak Malaysia, for its Empowered2Teach programme.

Through the campaign, 160 Christmas trees, measuring about 1.8m in height, were adopted by the public at a cost of RM200.

Speaking at the cheque presentation event, OSK Foundation chief executive officer Cheryl Ong thanked those who contributed generously to the corporate social responsibility initiative.

"We want to do something special for this festive season that involves the mall's shoppers while giving back to the community at the same time.

"OSK Foundation has been supporting the Empowered2Teach programme for two years. It empowers the orang asli community by starting preschools in their villages to prepare the young children for formal education.

"As a neighbourhood mall, we are always looking at ways to partner with our shoppers, and it is encouraging to see them support this campaign," she said.

Prior to the cheque presentation, donors with their friends and family gathered to decorate their Christmas trees.

Cash vouchers worth RM1,700 were given away to the top three best decorated trees and 20 consolation prize winners walked away with RM50 cash vouchers each.

The creatively decorated trees will be sprucing up the mall until Dec 17, when patrons can vote for the tree they like the most.

Photos of the Christmas trees will be posted on the Atria DJ Facebook page until Dec 17 so the public can vote for their favourite tree.

The entry with the highest number of votes in the mall and most number of likes on the Facebook page will win RM300 worth of cash vouchers respectively. Winners will be announced on social media by Dec 20.

The decorated Christmas trees will be on display at Atria until Dec 17.


