



MEDIA RELEASE

For Immediate Release

Berjaya Youth participates in Nelson Mandela International Day - Stop Hunger Now "Follow The Sun" Meal Packing Campaign

Kuala Lumpur, 16 July 2016:

In conjunction with Nelson Mandela International Day ("NMID") on 18 July 2016, hunger relief organization Stop Hunger Now Charitable Association ("SHN") has organized the Nelson Mandela International Day – Stop Hunger Now "Follow The Sun" Meal Packing Campaign which is spanning the globe, beginning in the East and ending in the West. SHN aims to commemorate Nelson Mandela's life-long devotion to the service of humanity which includes the advocacy of children's rights, upliftment of underdeveloped communities and other vulnerable groups.

The global campaign targets to pack 10 million meals for those critically in need across the world. In line with the global target, the Asian chapter of SHN has gathered financial support and volunteers from corporate partners in several Asian countries to pack RM1 million worth of meals.

The NMID – Stop Hunger Now meal packing event held at Berjaya Times Square KL today is the biggest meal packing event in the Asian leg of the global campaign with RM220,000 worth of meals packed.

Berjaya Group, having been very supportive of numerous causes, lent support for the third consecutive year with Berjaya Cares Foundation contributing RM100,000 worth of meals. Berjaya Times Square KL was the venue host, and Berjaya Youth roped in 350 volunteers comprising mainly Berjaya staff and also volunteers who signed up through our Berjaya Youth Facebook as well as volunteers from partners such as Roots & Shoots Malaysia.

Mr Vickesh Maharaj, Charge d' Affaires of South Africa in Malaysia, graced the official launch of the the campaign in Malaysia this morning together with Mr Ray Buchanan, founder of SHN USA, Dato' Sri Robin Tan representing Berjaya Cares Foundation and other sponsors.

In his address, Mr Vickesh lauded the global meal packing campaign for charity and disaster relief worldwide, and expressed gratitude to SHN and Berjaya Group for providing this special platform that recognizes and continues the legacy of Nelson Mandela, thus inspiring future generations to take on altruistic endeavours. He also hoped that the meal packing campaign in Malaysia will further enhance the deeply historical, warm and friendly ties between South Africa and Malaysia.

SHN founder Mr Ray Buchanan in his opening speech said he envisioned a world without hunger and urged all quarters to play a part in their respective capacities to continuously address the issues of malnutrition, hunger and poverty as well as readily offer relief to disaster victims.

Berjaya Corporation Berhad chairman and CEO Dato' Sri Robin Tan who was present to show support to the event was very encouraged by the spirit of volunteerism and collaboration throughout the packing process.

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About Berjaya Youth (B.Youth)

Berjaya Youth (B.Youth) is a platform created by Berjaya Corporation Berhad specifically for the youth community of Malaysia which aims to enable Malaysian youths to make a difference in our community in respect of 4 key pillars – inspiration, creativity, eco and animal. Through Berjaya Youth, young people are given the opportunities to participate in various exciting projects which nurture them in the areas of leadership, creativity, proactivity, volunteerism, positive thinking and good values.

Other than the Nelson Mandela International Day – Stop Hunger Now “Follow The Sun” Meal Packing Campaign, some of the past and upcoming exciting projects include Wild About Arts! An Awareness Campaign of Endangered Malaysian Wildlife, Berjaya TeenStar Challenge, Berjaya Youth Short Film Competition, Reasons For Hope – A Talk by Dr. Jane Goodall, Epic Homes Build Project, It's Pawssible Campaign (an animal welfare project), Eco Tioman Island Clean-Up Day, TEDxYouth@KL (as the ideas partner) and many more. For further information, please visit www.facebook.com/berjayayouth or www.berjayayouth.com.

About Berjaya Cares Foundation (“BCF”)

BCF was set up in 2008 to create a more synergistic effort in the CSR initiatives of the various subsidiaries within the BCorp Group. Among the Foundation's core focus areas are supporting education for children and youth, community outreach programmes, promoting staff well-being, conserving and protecting the environment, supporting Malaysian performing arts and culture, and providing international humanitarian aid.

BCF is committed towards a more holistic approach in helping deserving communities whereby the Foundation will contribute towards helping them build their skills, and in the process, empower them to create a more sustainable future for themselves.

About Stop Hunger Now Charitable Association

Stop Hunger Now meal packing events are volunteer-based programs that coordinate the streamlined packing of highly nutritious dehydrated meals consisting of rice, soy, vegetables, as well as 21 essential vitamins and minerals. Around the world, nearly 870 million people lack adequate food and about 25,000 die each day from hunger-related causes. Stop Hunger Now operates meal packing locations in 21 cities throughout the U.S. and six international locations in South Africa, Malaysia, Italy, the Philippines, India and Peru.

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