



PRESS RELEASE

EU YAN SANG LAUNCHES CHARITY DRIVE TO RAISE FUND FOR PHYSICALLY AND MENTALLY DISABLED CHILDREN



Kuala Lumpur, 21 December 2016 – The season for festivities is also a time where many generous Malaysians tend take a moment to count their blessings and help those who are in need.

As part of its commitment to corporate social responsibility, Eu Yan Sang, a leading integrative health and wellness company with a unique heritage in traditional Chinese medicine, has announced today the launched of its annual 'Bucket of Gold' charity campaign to raise fund for worthwhile needy causes.

With this campaign, Eu Yan Sang pledges to contribute RM1.00 to charity for every Bucket of Gold sold within the campaign period from 21 December 2016 to 27 January 2017. Members of the public can make their purchases at any Eu Yan Sang outlet in Malaysia. The final amount of money raised will be donated to 'Persatuan Penjagaan Kanak-Kanak Cacat Klang Selangor' (PPKKCKS), as the chosen beneficiary of this campaign.



“Bucket of Gold’ charity campaign is our long-term commitment towards helping the less fortunate. We have been organising this campaign every year for the past thirteen years without fail. We are encouraged by the awareness that there are many disabled children and adults who need help and I believe it is our responsibility to play our part and help bring positive changes to their lives,” said Dato’ Anne Eu, Chairman, Eu Yan Sang Malaysia.

PPKKCKS was first established in 1994 as a non-profit organisation to provide shelter and care for handicapped and disabled children diagnosed with Down’s Syndrome, cerebral palsy, mild mental retardation, autism, muscular dystrophy or are spastic, or have visual, speech and hearing impairments.

“We are hoping to contribute and raise sufficient funds over the following weeks, which will go towards supporting the daily expenses of the beneficiaries at PPKKCKS. When we met with the home’s patron and founder, they expressed an uphill task in raising sufficient funds these days as the number of donors has dwindled due to rising cost of living and challenging economic condition. However, they are not giving up and will continue to seek ways to raise money so that the children can continue to be taken care of by the home. We truly admire their selflessness as well as empathise with their predicament, thus we want to assist as much as we can. Contributions will give the children a hope for a brighter future,” added Dato’ Anne Eu.

According to N. Morgun, Founder of PPKKCKS that running the home costs them about RM35,000 - RM40,000 a month, which goes to supporting the needs of 75 children in terms of food, lodging, education, medical and other necessary daily care. It’s a hefty amount and they often struggle to find the money as they do not have permanent donors and income.

“We are thankful to Eu Yan Sang for their willingness in offering us the help we sincerely need. We humbly hope that this donation drive will be able to provide a much better future for our children,” said N. Morgun.

The home has a wish that it could one day raise enough donation to construct proper living premises for boys and girls, with a common area where they can be taught and trained on simple life skills such as handicraft-making so that the children will be able to sell their handmade items and earn some income in the future.

In addition to purchasing an indulgent bucket of golden egg rolls as show of support to this charity cause, the public can also make additional donation in the form of cash or cheque by dropping it in the collection boxes that are available at all Eu Yan Sang



outlets. Cheques should be crossed and made payable to **Persatuan Penjagaan Kanak-Kanak Cacat Klang Selangor.**