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Giving back to society

Year-round campaign commemorates brand's 30th anniversary

PERSONAL care products brand Follow Me has launched a year-round campaign to commemorate its 30th anniversary.

The brand held its "Follow Me Charity Family Day" recently as part of its campaign line-up.

"We are thankful to all Malaysians for their continuous support. We are taking the opportunity to contribute back to society by helping underprivileged families," said Tohtonku Sdn Bhd director Jasper Lim.

The company collaborated with MyKasih Foundation to reach out to underprivileged Malaysian families. A total of 300 families benefited from the tie-up and received personal care products.

The charity family day was also attended by MCA leader Datuk Seri Ong Tee Keat and MyKasih Foundation chairman and co-founder Dr Ngau Boon Keat.

Some families invited by the foundation were treated to a fun-filled day of games and food, which included gifts consisting of Follow Me products.

MyKasih is a charitable organisation that provides food aid, health awareness and financial literacy programmes, children's educational and skills training programmes to less fortunate Malaysians.

As of January, the foundation has supported 80,000 families.

Addressing the guests, Dr Ngau said, "With the cost of living rising steadily, it has become a burden for underprivileged families residing in urban areas to cope with expenses.

"MyKasih's mission is to help the less fortunate through food aid and education using the technology of MyKad to efficiently disburse welfare aid in a cashless, secure and transparent manner," said Dr Ngau.

"We are grateful to Tohtonku for stepping forward to bring cheer to low-income households and I would like to congratulate Tohtonku on its 30th anniversary."

Following the event is the Follow Me Family Moments Contest, which is an ongoing nationwide competition that will end in December.

Contestants will have the chance to win up to RM30,000 in cash prizes.

Participants need to spend a minimum of RM10 on any Follow Me products, and share their most creative ideas of memorable moments with Follow Me through a photograph or video reel.

Submissions can be made via mail, in-store or by posting on the Follow Me Facebook page at www.facebook.com/FollowMeFollowLove.

Three winners will be picked every month, cashing in RM500 each and they will be in the running to win the grand prize of RM15,000 in December.