

Headline	RM1.7mil raised at charity tee-off		
MediaTitle	The Star		
Date	03 Jun 2015	Color	Full Color
Section	Metro	Circulation	288,916
Page No	34	Readership	866,748
Language	English	ArticleSize	391 cm ²
Journalist	C.Y. LEE	AdValue	RM 19,678
Frequency	Daily	PR Value	RM 59,034



RM1.7mil raised at charity tee-off

GCH Retail marks 10 years of annual philanthropic venture at golf event

story by
C.Y. LEE



chenyoong@thestar.com.my
GCH RETAIL (Malaysia) Sdn Bhd, along with its 125 business partners and associates, raised an impressive RM1.7 million for charity during its annual Giant Tee-Off for Charity tournament.

The country's largest grocery retailer held its 10th charity golf event at Glenmarie Golf and Country Club last Saturday, led by GCH Retail chief executive officer Datuk Tim Ashdown.

Since the first tournament in 2006, Giant, with its business partners, has raised more than RM13 million, which has been channelled to numerous charities as well as aid and welfare programmes providing assistance and support to those in need.

"We couldn't do this without them," he said, adding that every business partner and associate involved in the philanthropic venture was equally valuable.

"Some of them have been here for 10 consecutive years, so it really is a partnership and we have a high level of trust that the money goes where it is supposed to go.

"There are international companies and there also Malaysian

companies, and it is great to see all parts of the retail industry come together.

He added that GCH also ran other programmes, most of them targeted at disadvantaged families and children. "That's where we want to put most of our effort."

One of the programme's beneficiaries is the MyKasih Foundation, with which Giant supports food aid and education bursary programmes.

"We put in a significant amount of work alongside MyKasih because we can see that the money really goes to people who need it."

He also said that GCH Retail was supporting MyKasih as much as they were able to for the families that were really need help.

Other efforts include the Giant Love My Community and Giant Love My School programmes, through which the hypermarket gives back to local communities.

Ashdown said in the last 12 months alone, more than RM1.6 million were contributed to support those affected by calamity, and those in need of financial

assistance, throughout the country.

"The best examples is the floods in November in the east coast, where thousands of families got displaced from their homes.

"We were able to get staple products in to Kelantan, Terengganu, Pahang and Perak quite quickly and helped distribute them in to the towns most affected," Ashdown said, referring to the company's wide distribution network.

In East Malaysia, RM130,000 was contributed to aid those affected by floods and fires —

floods in Kuching, Sarawak, and fires in Sempoerna, Penampang and most recently in Likas, Sabah.

Proceeds from the 2015 charity game will continue to support various charities and non-governmental organisations which focus on education, community outreach, societal development and environmental conservation.

The friendly competition started at 1pm, with 22 flights playing all the way to sundown at the Glenmarie Golf and Country Club.

Headline	RM1.7mil raised at charity tee-off		
MediaTitle	The Star		
Date	03 Jun 2015	Color	Full Color
Section	Metro	Circulation	288,916
Page No	34	Readership	866,748
Language	English	ArticleSize	391 cm ²
Journalist	C.Y. LEE	AdValue	RM 19,678
Frequency	Daily	PR Value	RM 59,034



Lucky winner: Ashdown (left) presenting the golf trip to Division A champ Ng Kim Poh.