

Sharing a little love for the underprivileged

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MERSING: A total of 164 underprivileged families from Labis received food aid support under the MyKasih "Love My Neighbourhood" programme.

The annual programme co-organised by JTI International Berhad (JTI Malaysia) and MyKasih Foundation was aimed to render food aid support to about 574 underprivileged families across five states this year.

JTI Malaysia corporate affairs and communications director Azrani Rustam said the joint community initiative for this year covers urban and sub-urban poor

communities throughout the country, spanning across Johor, Sabah, Perak, Pahang and Kelantan.

"We are pleased to work with MyKasih Foundation to meet the basic need of the underprivileged and hoped that our contribution

will help to alleviate the burden of those identified underprivileged families.

"JTI Malaysia is also committed to making a real, measurable difference by supporting such activities that will contribute positively to the community," he said adding that this year marks the third consecutive year of collaboration between JTI Malaysia and MyKasih Foundation.

He said that through MyKasih Foundation, the company has helped some 2,574 underprivileged families by giving food aid since 2012.

"Our continued collaboration with MyKasih Foundation was based on the uniqueness of how the food aid is being distributed to targeted households and we are pleased that the food aid reaches those in need of assistance," added Azrani.

Meanwhile, MyKasih Foundation chairman and co-founder Tan Sri Dr Ngau Boon Keat thanked JTI Malaysia for being such a supportive donor partner to MyKasih Foundation since their collaboration in 2012.

"We are delighted to work together with JTI Malaysia once again to create loving and caring neighborhoods all over Malaysia.

"We are also thanks to JTI Malaysia for putting their trust in MyKasih's transparent and efficient welfare distribution system and we hope that this partnership will continue to flourish," he said adding that the programme has reached out to more than 226,555 low-income households nationwide since 2009.

He added that eligible recipients of the MyKasih programme were households with dependents, earning a combined monthly income of RM 1,500 and below.



One for the album: Mydin Hypermarket (Taman Rinting) director Syed Ali Syed Abdullah, AmBank Group Tan Sri Azman Hashim, Chairman, MyKasih Foundation trustee Datuk Yaacob Md Amin (first row, middle) posing with the recipients and AmBank senior management and staff at the AmBank-MyKasih launch ceremony.