

Giant to give away one million reusable bags this Ramadan

KUALA LUMPUR: In line with the spirit of giving during Ramadan, GCH Retail (Malaysia) Sdn Bhd has announced a giveaway of one million reusable bags from 27 May for customers who spend RM50 and above in a single receipt at any of its Giant hypermarkets nationwide.

The company's chief executive officer, Pierre Olivier-Deplanck said it would be giving away the limited edition reusable bags to demonstrate its continuous commitment to add value to customers' shopping experience, particularly during this significant period of the year.

"This programme will give us an opportunity to do our bit in

conserving the environment for future generations by reducing plastic consumption across Giant stores, thus lessening the landfill waste as well as plastic pollution in our seas.

"We hope our customers will always have their shopping bags handy to be reused each time they shop at Giant," he said during the launching ceremony of Giant's Annual Bubur Lambuk and 1 Million Bags Giveaway yesterday.

With the theme of "Berhati Mulia Di Bulan Ramadan" and "Rapatkan Saf", the company, along with its partners, TV Al-Hijrah and Masjid Jamek Kampung Baru, will be distributing bubur lambuk (savory rice porridge) at

the Syrian Refugee Centre in Jalan Bukit Petaling, HUKM Paediatric Ward and 26 of its hypermarkets nationwide.

"This is the very first time we are collaborating with TV-Alhijrah for this corporate social responsibility (CSR) programme, but this initiative is in its fifth year now and we expect to distribute about 33,000 tubs of bubur lambuk throughout Ramadan," he said.

Olivier-Deplanck also said that GCH Retail would continue to donate monthly stipend to families in need with a contribution of RM50,000 through Mykasih Foundation, whereby 50 families would each receive RM80 every month for 12 months. - Bernama