



Kloppenborg (middle in grey) with the children who participated in Lego Christmas Build and Give Campaign.

Building blocks to the season

Toy manufacturer pledges to help foundation with children's creations

By ZAFIRAH MARZUKI
metro@thestar.com.my

CHRISTMAS is more meaningful this year with children joining the launch of Lego Christmas Build and Give, with the intention of playing while giving to others.

For the whole of December, the company has set up Christmas Pop-Up Stores at Sunway Pyramid and Mid Valley Megamall where children can visit and build the Lego mosaics for free and showcase their creation. Their creations will then be displayed on the Lego Christmas Mosaic Wall and with each Lego mosaic created by them, Lego will donate a gift to an underprivileged child from the MyKasih Foundation.

MyKasih Foundation is a charity organisation that aims to help low-income families through food aid and education, regardless of race or religion with the objective of giving their children a chance to break out of the poverty cycle through their integrated programmes.

At the launch of Lego Christmas Build and Give, children from MyKasih Foundation and fans of Lego building joined in building various types of mosaic walls.

Lego Malaysia country manager Ronald Kloppenburg believes in helping the children feel inspired in creating new things while showing compassion towards others.

"Our Christmas campaign focuses on showing the children the value of compassion.



"We believe it is essential that we send the right message to the children about the importance of giving and caring for others, and how something small can go a long way in bringing joy to others," he said.

The campaign was launched with the help of Synergy and Republic of Bricks (Lego fan interests groups) to help cultivate the children's creativity and compassion.

Synergy president Chew Chee Yan said the campaign teaches good values to children.

"This campaign sends a good message to children about the importance of caring for others and how something small can go a long way to bring joy to another person," said Chew.

After their building session, the children described the theme of their Lego mosaic creation and spoke about their inspiration behind their designs.

Malaysian-born supermodel Amber Chia also attended the launch with her son.



Children from MyKasih Foundation showing their Lego mosaics.