

Giving back to the community

Special CNY event celebrates the elderly and underprivileged

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THERE were plenty of smiles and laughter at Giant's Chinese New Year celebration with the residents of Kampung Baru Air Panas People's Housing Project (PPR) in Setapak.

Some 200 elderly and underprivileged residents were invited to attend the event, which is part of the retail giant's latest community outreach programme as a show of appreciation to those who have helped grow the brand to become a household name.

One of the happy recipients was wheelchair-bound Rohayah Mat. The visually-impaired 63-year-old, who received an invitation from Giant, said her friends helped her to get to the event.

"I am grateful and happy to be able to attend this function," said Rohayah at Giant's first Chinese New Year gathering, held at the residential area.

Guests received goodie bags and *ang pow* from Giant's management team at the event.

They were also entertained by cultural performances, served festive cookies, oranges and tradition-



al Malay kuih and later took part in the prosperous tossing sessions for good luck and longevity.

Hamid Mohd Hussain, 65, who is also wheelchair-bound, said he was delighted to attend the gathering with residents of all races.

"I am thankful as I got the chance to spend the time celebrating with my family and meet new friends," said Hamid, who was accompanied by his wife Raimah Bibi, 53.

He said it was the first time he was invited to an event by Giant.

GCH Retail (M) Sdn Bhd legal director and company secretary David Chiam expressed festive wishes to the residents and said the company was happy to host the function for them.

"We are so happy to be able to celebrate with all uncles and aunts here. I hope it will be a joyful event for all to celebrate with your friends and others,"



Chiam (second row, third from left) with company representatives and Kampung Baru Air Panas PPR residents.



(From left) Setiawangsa Senior Citizen Activities Centre chairman Hussain Yussuf, Giant hypermarket Setapak store manager Ahmad Azwan Mat Shaari, area manager Lee Thong Yen, Chiam and The Lost Food Project chief executive officer Chris Davidson during the Chinese New Year celebration. — Photos: FAIHAN GHANI/The Star

he added.

Giant aims to help the underprivileged communities and those who have been sidelined such as senior citizens and those in orphanages during the festive period to ensure that these

communities are not forgotten.

The company will be reaching out to and visiting various PPRs, old folk's homes and orphanages during its nine-day initiative. It is part of the Big Hearted Giant programme which encourages staff

to reach out and give back to the community around Giant hypermarkets throughout the country.

Kampung Baru Air Panas PPR in Setapak was its first stop to mark the celebration this year.

Giant has arranged for these communities to have high tea, goodies, *ang pow* and lion dance to brighten up their celebrations and foster ties between Giant and the community.

In addition, the company is also encouraging its customers nationwide to give back this season by donating to the underprivileged through donation of goods and necessities by dropping items in Giant's "Buy and Drop" donation bins located at all its stores until Feb 28.

All donated items will be distributed to the less fortunate families and children through MyKasih Foundation.

In conjunction with the festive season, Giant has also launched its Giant Fuyoh campaign offering exclusive deals and promotions for shoppers.

Its Chinese New Year promotion, which began Dec 27, last year, will end on Feb 20.