

Thursday June 21, 2012

Contributing to a good cause

IN its effort to ease the burden of underprivileged children and the disabled, the Ayam Brand Community Care Campaign 2012 is back for its fifth consecutive year.

Four orphanages in Penang received two months' supply of Ayam Brand products. They are St Nicholas Home, Rumah Permata Kasih, Wisma Anak Kesayangan and Penang Shan Children's Home.

Speaking at the launching at St Nicholas Home recently, the home's executive director Daniel Soon who spoke on behalf of all recipients said the contribution was convenient, healthy and nutritious.

"This supply of products means a lot to us and we are thankful to Ayam Brand for the contributions," he said.

Ayam Brand's representative Khoo Wooi Ling explained that the objectives of the campaign remained the same as in previous years.



Well done: Siti Zaleha showing off the tuna chunks and sardine sandwiches in the Ayam Brand Junior Chef Cooking Contest at St Nicholas Home

"As needs of the underprivileged have not changed, charitable organisations still need to fulfil the basic requirement of providing their residents with healthy, nutritious food that is convenient to prepare.

“We realise that many charity organisations are facing challenges when it comes to operational expenses, so we are delighted to be able to give a helping hand,” she said.

Under the company’s corporate social responsibility initiative, Ayam Brand will be contributing its products for daily consumption over two months for all residents at 43 charity homes across 10 regions in East and West Malaysia. It will provide more than 2,000 underprivileged children with convenient meals.

The campaign has benefited more than 9,000 people from 158 charity organisations since its inception in 2008.

Ayam Brand also held their Ayam Brand Junior Chef Cooking Contest after the launching.

Eight children from the respective homes showcased their cooking skills with Ayam Brand products within the given 30-minute time limit.

The winners were Siti Zaleha Azaman and Jocelyn Chin from St Nicholas.

“I was very nervous at first, but feel very glad now that we have made it and won,” said Siti Zaleha.