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Colgate Hosts Merry Iftar for Children

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Colgate-Palmolive Marketing Sdn Bhd (Colgate), the leading and trusted brand for dental care, hosted an *iftar* or fast-breaking feast full of fun and delicious delights for less fortunate children at Restoran Nelayan in Kuala Lumpur.

Puan Nor Aziah Mohd. Said, Senior Marketing Manager of Colgate-Palmolive Marketing Sdn Bhd said, "Our company's value of caring is an inspiration to all of us in Colgate to give back to the community, especially during the holy month of Ramadan. Celebrating with those who are less fortunate is a humble reminder to embrace the spirit of sharing even as we approach the festivities of Aidilfitri."

The *iftar* is just one of the activities that are part of *Mari Beramal Bersama Colgate*, an annual charity campaign held in conjunction with the month of Ramadan. During the campaign period from the 1st of July until the 30th of September this year, a portion of proceeds from the sale of special Colgate Maximum Cavity Protection or Colgate Kayu Sugi toothpaste packs will be allocated for charity.

The celebration was filled with laughter, excitement, and lots of food for nearly 100 guest children, whose happy faces brightened up the evening. The guest children, whose ages range from 4-18 years old, came from *Persatuan Kebajikan Rumah Perlindungan Teratak Nur Isan* in Kuala Lumpur and *Pertubuhan Anak Yatim & Miskin Gedung Lalang (Murad Foundation)* in Seremban.

A festive atmosphere lingered as the venue was adorned with *pelita* lights, *ketupat* ribbons, and *raya* cards. However, what excited the children even more was the opportunity to have a special arts and crafts session, where those with the most creative *raya* cards were awarded with goodie bags and special hampers.

Puan Norafinah Tahir, President of *Persatuan Kebajikan Rumah Perlindungan Teratak Nur Insan* said, "The children are very happy with this opportunity provided by Colgate. The *Mari Beramal Bersama Colgate* campaign benefits children not just through contributions but also through activities that bring them joy and fun. For instance, they really enjoyed the Kad Raya activity, because they love colourful things."

Prior to the *iftar*, Colgate volunteers repainted a study room during a special visit to *Pertubuhan Anak Yatim & Miskin Gedung Lalang (Murad Foundation)* in Negeri Sembilan and brought over 400 orphans to Planetarium Negara for a fun educational trip during the campaign's launch.

Over the past four campaigns, Colgate has collected a total of RM567,500 in contributions which helped orphanages and welfare homes around the country. The campaign this year aims to achieve RM150,000 in total contributions for the orphanages - a target of RM10,000 per home. The campaign will benefit 15 orphanages under the Social Welfare Department of Malaysia, which is an arm of the Ministry of Women, Family, and Community Development.

A bright new feature of this year's campaign is an online page (www.facebook.com/ColgateMY), which aims to boost contributions with the support of the public who are encouraged to simply spread the word online. For every 'LIKE', 'PLEDGE' and 'SHARE', Colgate will donate 50 sen, RM3, and RM1, respectively to charity.

Puan Nor Aziah explained, "We aim to inspire everyone-especially younger generations of Malaysians-to practise charity by giving them a convenient digital platform to do so. By simply 'liking', 'pledging', or 'sharing' online, they can already do their own act of good this Ramadan."

"We at Colgate are thrilled and excited as the 'Mari Beramal Bersama Colgate' campaign reiterates our commitment of sharing and giving. We are committed to enhancing the quality of life for the people in the communities we serve throughout the world, together with the generous support of the Government, our partners, and our valued customers. We hope the public will use this campaign to further their charitable deeds during the holy month," Puan Nor Aziah concluded.