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Colgate Charity Campaign Continues to Bring Smiles in 5th Year

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(Colgate-Palmolive Sdn Bhd) - Bright smiles and starry dreams marked the launch of the fifth annual 'Mari Beramal Bersama Colgate' charity campaign with a fun-filled day for more than 400 underprivileged children at Planetarium Negara recently.

Yang Berbahagia Encik Harjeet Singh a/l Hardev Singh, Deputy Secretary-General (Strategic) Ministry of Women, Family and Community Development officiated the launch, which was attended by children and representatives from selected welfare homes from all over the country.

Wanazlina Idaham Merican, Legal Director of Colgate-Palmolive Marketing Sdn Bhd said, "The 'Mari Beramal Bersama Colgate' campaign was inspired by the spirit of giving and sharing during the holy month of Ramadan. For five years now, we are glad to say that the charity campaign has grown in strength and support over the years and continues to help improve the welfare of less fortunate children."

Since 2008, Colgate has collected an overwhelming RM567,500 in contributions which provided the necessary support for children to have basic care, education and most importantly, a well-balanced upbringing. Last year's highly successful campaign collected an impressive RM181,500, which exceeded the original target of RM150,000 for 15 orphanages. This year, Colgate aims to again raise RM150,000 for 15 orphanages under the Social Welfare Department of Malaysia - a target of RM10,000 per home.

With every purchase of a Colgate Maximum Cavity Protection and Colgate Kayu Sugi charity pack from the 1st of July until the 30th of September 2012, Colgate will set aside 10 sen (per single charity pack) or 20 sen (per twin charity pack) to help raise contributions for charity.

"This campaign is Colgate's way of giving back to the community and exemplifies how a simple act of purchasing a daily necessity can transform into life-changing experiences for others. Through the generosity of Malaysians, we are confident that we will achieve our contribution target this year," Pn Wanazlina added.

Beyond providing financial support to welfare homes, the 'Mari Beramal Bersama Colgate' campaign has also created special experiences for underprivileged children, through memorable day outings at the National Science Centre, Zoo Negara, and Sunway Lagoon Theme Park in the past and an educational trip to Planetarium Negara recently.

The children made exciting discoveries at the planetarium, which most of them visited for the first time. They gazed at distant planets through a giant telescope at the Observatory, and learnt about the galaxy through touchscreen games at the Interactive Zone. At the Astronaut Zone, they marveled at a real spacesuit and learnt about space travel. However, it was clear that their favourite spot was the Anti-Gravity Room, where they experienced what it would be like to float in outer space.

The children also had a special learning session with popular Malaysian cartoonist Ujang, who personally coached them how to express their imagination through art. They had fun sketching colourful drawings, building cardboard rockets, and those with the best artworks received a special gift.

Prior to today's campaign launch, Colgate volunteers paid a special visit to Pertubuhan Anak Yatim & Miskin Gedung Lalang (Murad Foundation) in Negeri Sembilan to help clean and repaint the children's study room. Colgate also plans to host more activities for the recipients of this year's 'Mari Beramal Bersama Colgate' campaign, including a special home visit to Persatuan Kebajikan Rumah Perlindungan Teratak Nur Isa in Kuala Lumpur on the 20 July and an Iftar Ramadan at the Pertubuhan Al-Khadeem (Home Of Hope) in Kuala Lumpur on the 10 August.

As a new feature of this year's campaign, Colgate is introducing a Facebook page which aims to inspire younger Malaysians to do their own acts of charity by simply spreading the word online.