

(Business)
FRM



TAN Sri Azman Hashim (left) giving the RM100, 000 mock cheque to the MyKasih Foundation director, Tan Sri Megat Najmuddin.

AmBank launches MyKasih programme in Sarawak

KUCHING: Boulevard Hypermarket here is committed to give free gifts to MyKasih recipients from time to time in conjunction with My Kasih programme sponsored by AmBank.

The ceremony was held at the Boulevard Hypermarket yesterday. These was the third Ambank MyKasih Community Development Programme and the first in Sarawak, and overall, the second programme launched outside the Klang Valley.

These projects give AmBank Group the opportunity to participate in an innovative social and community programme that will achieve maximum reach and impact to the needy.

"The AmBank Group will be contributing RM100, 000 to 100 selected families. This will go towards subsidising the pur-

chase of basic food items for one year," said Tan Sri Azman Hashim, the chairman of AmBank Group.

"As part of the Corporate Social Responsibility (CSR) project, we have also incorporated financial literacy programme as one of the main components in this programme in which participating families will attend talks conducted by volunteers," added Azman.

Boulevard Hypermarket as partner in the programme will give to MyKasih recipients, free of charge Boulevard Family card so that they can enjoy the privileged prices with savings between 5% to 8% from the members price items.

Also present at the ceremony was YM Tunku Arishah Tunku Maamor, Tan Sri Dato' Sri Megat Najmuddin, director.