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Dettol drive raises RM25,000

CHARITY CAMPAIGN: For every RM20 worth of Dettol products, 50 sen goes to the MyKasih foundation

LIYANA JAMALUDIN

HYGIENE brand, Dettol, raised RM25,000 through its Ramadan charity drive recently.

The funds were given to MyKasih foundation, an organisation that provides food, health awareness and financial literacy programmes, children's education, and skills training programmes to the less fortunate.

For every RM20 worth of Dettol products purchased at any Giant store in west Malaysia, Dettol donated 50 sen to the foundation.

The campaign ran from June 20 to July 8.

A cheque presentation ceremony was held at Giant, Bandar Kinrara where Reckitt Benkiser sales director Raghu Krishnan presented the contribution to MyKasih managing director Jeffrey Perera.

The money will be used to support the foundation's new programme, MyKasih Love My Neighbourhood and MyKasih Love My School.

Raghu said their customers were

very supportive of the campaign.

"We received an overwhelming response from our clients in the first two weeks.

"This campaign also advocates the importance of hygiene," he said adding that the month of Ramadan is the perfect time to adopt healthy living.

Some of the children from MyKasih were also present during the event and they were taught the seven important steps to hand washing.

Perera said it was important to educate underprivileged families about sanitation, despite their condition.

"The most common cases we experience are food poisoning and fever. With Dettol as our sponsor, we are teaching them how to be clean.

"We hope this will reduce diseases and illnesses related to hygiene" he said.



Raghu Krishnan (left) and Jeffrey Perera (third from left) with some of the celebrities at the cheque presentation event. Pic by Kamarulzaman Ariffin