

RM470,000 more for food aid

CARING GESTURE: Eight recipients have been offered jobs at Giant outlets closest to their homes

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GIANT, one of MyKasih Foundation's earliest partners, has increased its contribution to bring food aid to low-income households by donating an additional RM470,000 to its programme.

The cheque was handed over by GCH Retail Malaysia Sdn Bhd marketing director Ruben Brusch to MyKasih managing director Jeffrey Perera recently.

"Under this partnership, the Giant network of stores serves as a distribution channel where recipient

families have easy access to daily necessities at everyday low prices," said Ruben.

"In line with our corporate responsibility objective, we contribute a percentage from the sales of goods purchased through this programme back to MyKasih Foundation to further help the foundation's community development activities," added Brusch.

With the amount handed over, GCH Retail Malaysia's contribution to the programme last year now totals RM800,000.

"We are committed to this partnership and the management of Gi-



(From left) Jeffrey Perera receiving a **mock cheque** from Ruben Brusch, GCH Retail Malaysia Sdn Bhd retail operations director Ruald Swart and its general manager of marketing Norine Erica Majaman.

ant are particularly keen to support children's education through the MyKasih 'Love My School' student bursary programme, and are working with the foundation to expand our role," he added.

Last year, GCH Retail Malaysia also initiated a recruitment and job placement programme for members

of recipient families, empowering the underprivileged to become financially independent.

"We believe in helping those from low-income households earn a better living. We hope that by working with Giant, the MyKasih recipients are able to receive a stable income and no longer need to be dependent

on food aid."

A series of job interviews for MyKasih recipient families were held at three Giant hypermarkets — in Puchong, Batu Caves and Cheras.

Of the 40 MyKasih applicants interviewed, eight have been offered jobs and have started working at the Giant outlets closest to their homes.