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A chance to help single mums

Proceeds from sale of hand-stitched reusable bags to be given to them

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GO green for a good cause by purchasing a hand-stitched reusable grocery bag from any of the Cold Storage stores throughout peninsula Malaysia.

This reusable bag is exclusive to Cold Storage and 85% of the proceeds collected from the sale will be given to the single mothers who made the bags.

"We now have about 20 single mothers in this programme, who have produced 500 bags in total for distribution to about 16 stores," said MyKasih Foundation managing director Jeffrey Perera.

He added that the remaining collection would be used to buy materials to make

the bags.

These bags were only out in Cold

Storage stores for over a week and more than half the bags have already been sold.

MyKasih is now looking to increase their production and train more single mothers to be part of this programme and become financially independent.

"These bags are really of good quality and design. I think it is worth every sen spent.

"We are in full support of this programme and we will carry on working with MyKasih to sell these bags for a long time to come," said GCH Retail (Malaysia) Sdn Bhd general manager of operations – Cold Storage Paul Mcshane.

In future, the bags will come in more designs, including art designs drawn by children and special pieces for each festive period.



Good quality material: Mcshane (left) and Perera showing the hand-stitched recyclable grocery bag made by single mothers.