

Free bubur lambuk nationwide

Hypermarket to distribute 33,000 tubs of porridge in their stores

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IN THE hope of spreading goodwill to Malaysians during the month of Ramadan, GCH Retail (Malaysia) Sdn Bhd will continue their tradition of distributing *bubur lambuk* at Giant hypermarket stores nationwide.

GCH Retail chief executive officer Pierre Olivier-Deplanck said this marked the fifth year running for GCH Retail's annual *bubur lambuk* giveaway programme during Ramadan.

"Through this initiative, we are able to invite even more people – both Muslims and non-Muslims in this multi-racial country – to savour this porridge together," he said.

"It also gives us the chance to show our appreciation to all our customers who have helped us to become the largest hypermarket chain in Malaysia."

The *bubur lambuk* giveaway will take place at a total of 36 locations across Malaysia throughout Ramadan – eight at Giant stores in the Klang Valley, 26 in other states, plus an additional two giveaways for the Syrian refugee centre at Jalan Bukit Petaling and the

Hospital Universiti Kebangsaan Malaysia Paediatric Ward.

The giveaway will commence from May 29, and take place between 3pm and 6pm.

They hope to distribute a total of about 33,000 tubs of the porridge.

For this year's *bubur lambuk* giveaway, GCH Retail will be collaborating with TV Al-Hijrah.

The third partner in Giant's porridge distribution programme is Kampung Baru Mosque, which will handle the cooking of the porridge.

At the same time, GCH Retail renewed its commitment to help 50 underprivileged families with their monthly grocery shopping with a presentation of RM50,000 to the MyKasih Foundation; a sum which will be distributed to the families in monthly contributions of RM80.

GCH Retail also announced a campaign for the giveaway of one million Giant reusable shopping bags to customers who spend RM50 and above in a single receipt, starting from May 27.

Giant will be having a couple of Instagram contests as well as various giveaways and promotions during Ramadan and Hari Raya season.

For more information, visit <http://www.giant.com.my>



(Above) Olivier-Deplanck (fourth from left) distributing bubur lambuk to shoppers from a food truck at the launch of GCH Retail's annual Ramadan bubur lambuk distribution programme.



(Left) Former Akademi Fantasia contestant Farah Diana Anuar (left) and TV newsreader Syafinaz Yunus showing off the new reusable shopping bags from Giant.