

Store takes 60 children Raya shopping

They bought new clothes and shoes and were also treated to breaking of fast

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SIXTY underprivileged children from Rumah Kebajikan Nur Kasih were treated to *buka puasa* and festive shopping at The Store M3 Mall, Gombak in conjunction with Ramadan.

The children were given a chance to shop for new clothes and shoes for the coming Hari Raya Aidilfitri, sponsored by Dialog Group Bhd, MyKasih Foundation and The Store Group ambassador, artiste Adibah Noor.

"The programme aims to embrace the children's spirit of Ramadan and help them look forward to the Raya festivities," said Adibah, adding that she hoped the contribution brought joy to the children.

This year, The Store Group held five *buka puasa* events at the various stores: Pacific Branch KB Mall in Kelantan; Alor Star Mall in Kedah; BP Mall in Johor; Taiping Mall in Perak and The Store M3 Mall in Selangor.

The Store Group senior general operation manager Winky Pek said, "This event is conducted every year under our corporate social responsibility programme.

"The money collected through public donations from the charity boxes placed at our branches

is then channelled to our MyKasih Foundation. On top of that, The Store Group has added to the amount to support the programme."

He added that the programme was an ongoing activity by the group the whole year round, with different beneficiaries.

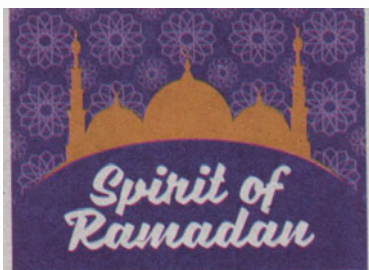
The children also received Hari Raya goodie bags and *duit raya*, and were entertained by The Store's mascot who distributed balloons.

"On behalf of The Store Group, I would like to thank our sponsors – Syarikat Faiza Sdn Bhd, M3 Mall, Dialog Group Berhad, MyKasih Foundation and Adibah Noor – for their contributions and making this breaking of fast and shopping trip a success," added Pek.

The Store Group is in the process of opening another three branches this year – in Kuala Terengganu; Jerantut, Pahang and Jitra, Kedah.



The children of Rumah Kebajikan Nur Kasih in a group photo with top executives from The Store Group, Dialog Group Bhd, MyKasih Foundation and Adibah (seated front with girl on her lap).



Pek (in long-sleeved shirt) helping the children from Rumah Kebajikan Nur Kasih to shop at The Store M3 Mall.