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# Charity dinner raises **RM250,000**

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**KUALA LUMPUR:** In conjunction with its 25th anniversary in Malaysia, McDonald's raised RM250,000 for the less fortunate children through its charity gala dinner this year.

RM200,000 was presented to Ronald McDonald Children's Charities (RMCC) for its "Give a Gift of Smile" campaign, under which children born with cleft lip and palate are given financial aid to undergo corrective surgery.

Working alongside RMCC are Pantai Hospital, which is responsible for medical and surgical input of this programme, and ING Insurance Sdn Bhd, which contributes RM80,000 on a yearly basis.

ING was also handed the "Heroes of the Heart" award for its significant

contribution to the campaign since its inception in 2004.

The remaining RM50,000 was donated to the Malaysian Council of Children's Welfare (MKKM), a welfare organisation involved in various activities to promote the well-being and to enhance the development of children.

McDonald's Malaysia managing director Azmir Jaafar said McDonald's the world over are dedicated

to improving the lives of children by assisting the less fortunate through numerous means available.

"RMCC, our charity arm, is committed to helping children in three key areas - health, education and social welfare," said Azmir.

RMCC also started a scholarship programme in 1997 called *Tunas Wawasan* in collaboration with the Federal Territory education department to help students with academic

potential from low-income families nationwide.

"We intend to continue our efforts in charting a better future for our children today, as we're convinced that it is part of our corporate social responsibilities," Azmir added.

Five McDonald's staff were presented with 25-year service awards, which carried a RM5,000 cash prize for their loyalty to the company.

Aside from performances by popular artistes Anuar Zain and Ning Baizura who entertained guests at the dinner, there was also a showcase of children's performance by the Federal Academy of Ballet.

Other events have also been planned for the whole year in conjunction with McDonald's 25th anniversary.

