



PRESS RELEASE

For Immediate Release

GREAT EASTERN TAKAFUL ORGANISES CHARITY DRIVE IN THE SPIRIT OF RAMADHAN

Kuala Lumpur, 14 June 2017 – Great Eastern Takaful Berhad organised its second charity Bazaar at Menara Great Eastern, Jalan Ampang. Continuing with its Bazaar Beramal Bersama title, this year's event witnessed participation from a few of the company's employees as well as special guest participation from Pusat Jagaan Sri Mesra. In 2016, GETB aided the construction of Mesra Home's Activity room through funds raised from its Bazaar Beramal Bersama and 'Sen of Life' donation collection. Thanks to the collective efforts of GETB's staff and external volunteers, the charitable organisation is now able to generate some income through the sales of their own products.

For this year's bazaar, 20% of sales proceeds will go to **Pertubuhan Kebajikan dan Perlindungan Nur Qaseh Malaysia**, an orphanage that houses children from the ages of 4 to 17. Located in Taman Melawati, the organisation is registered under the Jabatan Kebajikan Masyarakat and is an NGO that is not funded by any individual, Corporate or Government body.

Participating sellers of Bazaar Bersamal Bersama 2017 managed to collect a total of RM2,314 from 20% of the proceeds and direct donations. The charitable drive was further supported by a donation pledge exercise whereby employees across the group contributed household items such as food items, personal hygiene, school supplies, and other daily amenities. The items were collected and delivered to Nur Qaseh during an Iftar programme organised by GETB's Groovy Club later that evening. Prior to that, the club also had its own direct donation initiative where they collected cash contributions from employees for the childrens' duit raya.

For more information and photos, please visit our Facebook page.

About Great Eastern Takaful Berhad

Great Eastern Takaful Berhad is a joint venture company between I Great Capital Holdings Sdn Bhd (i-Great), a subsidiary of Great Eastern Holdings Limited and Koperasi AngkatanTentera (M) Berhad. Since its inception in 2010, the Company has made great strides where it was named the 'Best New Islamic Institution' in 2011; 'Best New Takaful Institution' in 2012; and 'Best Takaful Operator (Asia)' in 2013 at the Islamic Business & Finance Awards in Dubai.

For media enquiries, please contact:

Khazrul Fariq, Brand & Marketing Communications, Tel: 03 4259 8336 or email:

khazrulfariqkamaludin@greateasterntakaful.com