

Cycling for charity

Company aims to raise
RM150,000 for 24 organisations

MALAKOFF Corp Bhd recently launched their Annual Charity Ride 2013, aiming to raise over RM150,000 to benefit 24 welfare organisations and schools in Johor, Negri Sembilan, Pahang and Kuala Lumpur.

The Annual Charity Ride saw 80 Malakoff employees and business associates cycling for 480km from Johor Baru on May 24 and finishing at Plaza Sentral, Kuala Lumpur on May 26.

The ride is a "Sports for Charity" initiative under Malakoff's flagship corporate social responsibility platform — the Malakoff Community Partnerships.

Malakoff chief executive officer Zainal Abidin Jalil thanked business partners and associates for sharing the company's passion for community sports as well as for their continuous support towards the event.

"As a responsible and active participant of the community, it is important for us as a company to forge ties together with our stakeholders to make a positive difference in the local communities.

The Annual Charity Ride has

always provided an excellent platform to bring together our business partners and employees for a charitable cause," Zainal said.

Malakoff's leading business partners and associates who have pledged to contribute in this year's event included Alstom Asia Pacific, Bank Muamalat, Allianz General Insurance, Gas Malaysia Bhd, Mudajaya Corp Bhd and Sterling Insurance Brokers.

Proceeds raised will be distributed to 24 selected welfare organisations and schools, including Pusat Jagaan Nur Muhammad, Asnaf Murni, Malaysian Association for the Blind, Pertubuhan Kebangsaan Orang Kerdil Malaysia and Pertubuhan Kebajikan Dan Pendidikan Raudhatul Ikhwan, as well as 13 schools including SK Andek Mori, SK Sungai Boh, SK Seri Sinaran Chokoh and SJK(C) Pei Chiao.

"Malakoff is an avid supporter of the 'Sports for Charity' fundraising concept as it encourages participants to contribute to a charitable cause, participate in a healthy activity and build friendship between participants," said Zainal.



We are ready: Zainal (standing, fourth from left) at the launch of the Malakoff Annual Charity Ride 2013.

"Our business partners and associates have been very supportive of our initiative since 2006 and we are confident that they will help us to make this year's Charity Ride a success too.

"We are giving back to the community on behalf of our partners," he added.

Over the past seven years, donations from business associates have increased steadily from RM47,900 in 2006 to RM170,000 in 2011, totalling close to RM750,000 during this time.

The Annual Charity Ride last year saw a record collection of RM206,000, reflecting the growing popularity and support for the initiative from members of the company and its partners.

Malakoff has distributed the ride's contributions to over 70 charity homes and orphanages in peninsular Malaysia.

Malakoff will also organise the Malakoff Interstate Fellowship Ride end of this year.

The Fellowship Ride is a community-based cycling initiative in

Penang open to the public.

The company also actively champions competitive sporting events, such as the tri-legged Malakoff University Duathlon Series which will conclude in Universiti Putra Malaysia on June 1.

Other upcoming races scheduled to be held includes Powerman Malaysia and Malakoff Kuala Lumpur Run.

For more details on the upcoming sporting events, visit www.malakoff.com.my, www.malakoffrun.com.my and www.duathlonseries.com.my