

Classical music way to raising funds

UPM and natural heritage group benefit from car maker's concert

UMW Toyota Motor Sdn Bhd (UMW Toyota Motor) collected a total of RM406,000 for charity from its Toyota Classics Concert as part of its corporate social responsibility (CSR) programme.

The proceeds will be given to its recipients, Universiti Putra Malaysia (UPM) Department of Music, Faculty of Human Ecology and Organisation for the Preservation of Natural Heritage (Peka).

UPM's Department of Music aims to empower youth by improving their cognitive skills and enhance emotional, social and mental health through music based activities and performance.

The other recipient, Peka, is an environmental protection organisation which will be organising "Save Our Rain Forest Race", a 5km to 10km hiking event to replant trees of diverse species to create awareness for conservation of our biodiversity.

The Sultan of Selangor Sultan Sharafuddin Idris Shah graced the Toyota Classics annual event, an enchanting performance by London-based Royal Philharmonic Concert Orchestra rendering a string of popular classical music pieces from Beethoven to Mozart.

Dignitaries from numerous foreign missions, notably the Japanese Ambassador to Malaysia Dr Makio Miyagawa and British High Commissioner Victoria Marguerite Treadell, joined a crowd of classical music lovers at the Dewan Filharmonik Petronas.

They were joined by UMW Toyota Motor chairman Tan Sri Hamad Kama Piah Che Othman, Toyota Motor Asia-Pacific senior

executive adviser Motonobu Takemoto, UMW Toyota Motor deputy chairman Akio Takeyama, UMW Toyota Motor president Ravindran K., Toyota management representatives from its regional office and local management members.

Leading the Royal Philharmonic Concert Orchestra was Oscar award-winning conductor Anthony Weeden, who seamlessly delivered a repertoire ranging from Mendelssohn's *Midnight Summer Dream* to Tchaikovsky's *Romance for Violin & Orchestra*.

Violin soloist David Juritz received rave appreciation from the audience with his distinctive and versatile performance.

The hall was also filled with songs from Handel and Haydn to the delight of the distinguished patrons and discerning music lovers.

The orchestra, known for its innovative programming of classical music is on a circuit to perform at six Asian cities.

Malaysia was its fifth destination after Brunei Darussalam, with Vietnam as their last destination.

Toyota Classics is a musical charity event presented annually by UMW Toyota Motor and Toyota Motor Asia Pacific in Malaysia.

Its primary objective is to raise funds for charity and deserving organisations, and has benefited 65 charities and worthy community projects to date.

"Toyota Motor Corporation, in line with the theme 'Music that Moves Lives', will continue to bring the best of classical music to this part of the world through this highly appreciated Toyota Classic series," said Takeyama.