

Charity begins at home for firm

Fundraiser for colleagues and their families with critical illness



Looks good: AIA Malaysia chief executive officer Khor Hock Seng taking a closer look at one of the charity food stalls.

THE employees of American International Assurance Bhd (AIA Malaysia) showed that charity begins at home by organising a charity week in aid of colleagues and their families who were afflicted with critical illnesses.

For the week-long charity event, a special charity tree and donation box

were set up while a food bazaar, flower dedications and a blood donation day were organised.

The food bazaar, featuring an array of breakfast and lunch menus, was the most popular event.

A recycling campaign was held as a side event and the staff members brought items such as newspapers,

magazines, glass and metal items to be recycled.

The charity tree and donation box located at the entrance of the company also received tremendous response from employees, agents and walk-in clients. In the end, more than RM30,000 was raised, making the event a remarkable success.