

PRESS RELEASE

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MRCA DONATES A TOTAL OF RM100,000 TO 165 SINGLE MOTHERS IN MALAYSIA

SUBANG JAYA, 9th November 2020 – The Malaysia Retail Chain Association (MRCA) through its '**Love Touches Lives**' charity project initiated by President, Ms. Shirley Tay has **successfully raised RM100,000** to **aid single mothers in Malaysia**. MRCA started this initiative to soften the blow that this pandemic has left on single mothers as many have lost their jobs and must continue to support and fend for their children on their own. This project has helped single mothers regardless of race, ethnicity, and religion.

MRCA has done numerous philanthropy projects in the past, this time around it is targeting single mothers in need of support during these trying times. In the past five years, through the MRCA Branding Education Charity Foundation, MRCA has contributed over RM1 million to many charitable causes.

Through this project, MRCA has managed to donate to a total of **165 single mothers** from **six charity organisations** as listed below.

- Great Heart Charity Association
- Kassim Chin Humanity Foundation
- Persatuan Ibu Tunggal Spring Malaysia
- Association of Social Services and Community Development of Gombak District, Selangor (PSPK)
- Persatuan Wanita & Ibu Tunggal Nur Iman KL & Selangor (WITUS)
- Women of Will

These selected single mothers all have different stories to tell. Many are daily wage earners who struggle to make ends meet while some suffer from terminal illness or have disabled children and there are also those who are forced to still work at old age to fend for their grandchildren as their parents have passed away.

"We feel the strong need to lend a hand to these single mothers and it is our social responsibility as an association to give back to society. We wish to express our heartfelt gratitude to everyone who has contributed to this noble cause and through this 'Love Touches Lives' charity project, MRCA hopes it has rekindled the spirit of charity in the hearts of Malaysians." said Ms. Shirley Tay, MRCA President and Organising Chairperson of this project who is also the S.E.A Corporate Director of Sunrider International (M) Sdn Bhd.



MALAYSIA RETAIL CHAIN ASSOCIATION

A-05-02, 03 & 3A, Block A, Level 5, Sky Park @ One City

Jalan USJ 25/1, 47650 Subang Jaya, Selangor

Tel: 03-5882 4333 Fax: 1700 810 950

We would also like to specially acknowledge and thank our top donors as listed below. Their contribution has been a tremendous help and motivation to us in driving this fundraising project to a great success!

Platinum Donors (Donations of RM5,000 & Above)

- Dragon-i Restaurant Sdn Bhd
- Fusionex International
- MyMilan Milan Enterprise
- Sunrider International (Malaysia) Sdn Bhd
- Supermax Foundation
- Urban Idea Sdn Bhd
- Wellous Sdn Bhd

Gold Donors (Donations of RM3,000 - RM4,999)

- Big Bath Sdn Bhd
- Datin Jane Yeo
- Focus Point Holdings Bhd
- Paradise F&B Malaysia Sdn Bhd
- Quill Holdings Sdn Bhd

Silver Donors (Donations of RM1,000 – RM2,999)

- Bannerking Sdn Bhd
- Bentley Music Sdn Bhd
- Crystal Lee
- Datin Hii Lu Yeng
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- E Beauty Group Sdn Bhd
- Frederick Ng
- Fiffy Sdn Bhd
- Kenny Bee
- Kevin Lee
- KK Supermart & Superstore Sdn Bhd
- Kuuvancha (M) Sdn Bhd
- Lim Yoke Bee
- Malaysian Gifts & Premium Association (MGPA)
- MBA Crew Sdn Bhd
- Milestone Production Sdn Bhd
- Puan Sri Lee
- Rotol Food-Chain (M) Sdn Bhd
- Senheng Electric (KL) Sdn Bhd
- Sharan Valiram
- Steffanie Chua
- TMG Mart Sdn Bhd
- Ultimate Agenda Sdn Bhd
- U-One Marketing Sdn Bhd
- Vincent Chew
- Watatime (M) Sdn Bhd
- Yayasan Ekonomi Kewangan Antarabangsa



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A special mention and appreciation to The Chinese Chamber of Commerce & Industry of Kuala Lumpur & Selangor (KLSCCCI) who also supported this project with a donation of RM5,000 cash to Association of Social Services and Community Development of Gombak District, Selangor (PSPK).

For further inquiries and information, please do not hesitate to contact the MRCA Secretariat at 03-5882 4333 or email to secretariat1@mrca.org.my

About Malaysia Retail Chain Association (MRCA)

Malaysia Retail Chain Association (MRCA), founded in 1992, is an association for chain store retailers and franchisors determined to enhance the retail and franchise environment in Malaysia and abroad. Today, the MRCA has grown to become an influential entity comprising of more than 500 leading retail chain stores and franchisors, including established brands such as Poh Kong, Bonia, OSIM, Nelson's Franchise, Focus Point, Rotol Food-Chain, Sunrider International, Maxis Berhad, ADV Fusionex Sdn Bhd, RHB Bank Berhad and for the full list of members, kindly refer to the attachment provided. For more information, please contact MRCA Secretariat at 03-5882 4333 or email to mrca.secretariat@gmail.com