



**PERSATUAN KEBAJIKAN IVORY,
PULAU PINANG** (1685-06-PPG)

Ivory Tower @ Penang Times Square,
81-11-1, Jalan Dato Keramat, 10150 George Town, Penang, Malaysia.
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FOR IMMEDIATE RELEASE

August 1, 2014.

1person1ringgit for charity

THINK you can't do much with RM1 nowadays?

Why not give it to one of the 27 participating tenants at Penang Times Square for their Diapers4U Charity Campaign?

Themed '1person 1 ringgit', the campaign organised by Ivorycares, a charitable arm of Ivory Properties Group Berhad, is aimed at collecting funds to purchase diapers for the old folks in the Penang Home for the Infirm and Aged at Jalan Masjid Negeri.

Every RM1 collected will be used to purchase a piece of diaper for the elderly.

The campaign which will be kicking off on Aug1 will last for one month.

Ivorycares vice president Ann Tan said the campaign is also held to mark the Group's 15th anniversary.

She said the Group decided to celebrate the milestone on a more meaningful note.

"We figured out that celebrating it through a charity campaign with our loyal tenants will be something memorable and perhaps, if all goes well, we can turn this into an annual campaign," she said.

There are currently more than 220 old folks living within the home and among which, 80 of them are required to wear diapers with a daily usage of around 300 pieces.

During the campaign period, shoppers can make their charitable contribution when they pay their bills at the cashier counter by dropping RM1 into the donation box provided.

The participating tenants in Penang Times Square are Marrybrown, Food Gallery, NewV Gallery, East Touch Fashion, GG Boutique, Face To Face Noodles House, Cablemaster Enterprise (Maxis), VS Nail Saloon, Kechara, Fullhouse, Opera, Footbalance, D&D Shop, James Foo, Restoran Tapinluo, Ming Garden, Deshop Wholesale, A Fashion, Kochabi Double Content, My Naturul Crystal Gallery, Asadi, Mooze, Carpet & Rattan, Soju Room, M2 Club, Hair Impression Salon & Academy and Penang Times Square information counter.

For more details, contact Corporate Communications Department at 04-210 8000 (Ext 810-817).

Ends



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Caption:

- 1) Ivorycares vice president Ann Tan (third from right) passing donation box to Marrybrown assistance manager Ahmad Firdaus bin Ahmad Zukhi (third from left).
- 2) Ivory staff members kick start the campaign by being the first to donate.

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