



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

Ivory Tower @ Penang Times Square,  
81-11-1, Jalan Dato Keramat, 10150 George Town, Penang, Malaysia.  
**Tel:** 6(04)-210 8000 **Fax:** 6(04)-227 0000/227 7888  
**E-mail:** contact@ivory.com.my

**FOR IMMEDIATE RELEASE**

**APRIL 27, 2015.**

**Saving lives at no cost**

THE finest gesture one can make is to help save lives by donating blood.

That was the core that drives Ivorycares, a charitable arm of Ivory Properties Group Berhad, and Allianz General Insurance Company (Malaysia) Berhad in joining hands to organise a blood donation campaign.

Themed “A drop of blood forms an ocean of love”, the event at Penang Times Square saw over 150 blood donors turning up to do their bid in helping the Penang Hospital blood bank overcome its shortage of blood supply.

Ivorycares vice president Ann Tan said the annual goodwill initiative has been receiving overwhelming response from the public steadily every year since it was first held in 2006.

“Each donor received a RM50 worth of goody bag as a token of appreciation.

“The Penang Hospital blood bank usually encounters a shortage of supply during the festive season, therefore we want to help alleviate the situation the best we can through this campaign,” she said.

Allianz General Insurance Company (Malaysia) Berhad Penang branch manager Collin Peter Pereira said donating blood was something they could do to help save the life of a person irrespective of one’s ethnic background and culture.

“We at Allianz will continue to support and encourage any community related initiatives such as this as we truly value the importance of contributing to the community,” he said.

Aside from the blood donation, there was also a health talk and health exhibition on Chinese medicine to create health awareness and foster healthy lifestyle among the public. Some light refreshments were also served to blood donors and the organising committee successfully collected 79 pints of blood at the end of the day (Others did not pass the test and were not qualified to donate).



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

Ivory Tower @ Penang Times Square,  
81-11-1, Jalan Dato Keramat, 10150 George Town, Penang, Malaysia.  
**Tel:** 6(04)-210 8000 **Fax:** 6(04)-227 0000/227 7888  
**E-mail:** [contact@ivory.com.my](mailto:contact@ivory.com.my)

Sponsors for the event are Cap Keluarga, EE-LIAN Enterprise (M) Sdn Bhd, Gold Leaf Manufacturing Sdn Bhd, Gardenia Bakeries (KL) Sdn Bhd and Penang Times Square Marrybrown.

Also present were Penang Welfare, Caring Society and Environment Committee chairman Phee Boon Poh, Tanjong MP Ng Wei Aik and Komtar assemblyman Teh Lai Heng.

- Ends -

Captions:

Pix 1

(Front second from left) Penang welfare, caring society and environment committee chairman Phee Boon Poh, Tanjong MP Ng Wei Aik and Komtar assemblyman Teh Lai Heng presenting a goody bag prepared by the organising committee to a donor during the Blood Donation Campaign at Penang Times Square.

Pix 2

Penang welfare, caring society and environment committee chairman Phee Boon Poh (centre), Komtar assemblyman Teh Lai Heng (sixth right) and Tanjong MP Ng Wei Aik (fifth right) posing for a group photo with the organising committee members from Ivorycares and Allianz General Insurance Company (Malaysia) Berhad at Penang Times Square.

For media enquiries,  
Corporate Communications Department  
Ann Tan  
017-680 0253  
[ann@ivory.com.my](mailto:ann@ivory.com.my)

Arwen Noew  
017-426 2783  
[arwen@ivory.com.my](mailto:arwen@ivory.com.my)