



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

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**FOR IMMEDIATE RELEASE**

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**Heartwarming support for charitable cause**

GEORGE TOWN: A SUPPORTIVE crowd showed up at the Sima Charity Food Fair and helped raised funds to run their free services.

The event was co-organised by SIMA Handicapped Centre and Ivorycares, the charitable arm of Ivory Properties Group, with Pan Malaysian Sweeps Sdn Bhd as the main sponsor.

Held at Chin Ho Plaza, Penang Times Square from 10am to 3pm, the fair welcomed the public with some 50 stalls offering home-cooked food, hawker delights, as well as a vast selection of home-made souvenirs and household items.

Penang Chief Minister Chow Kon Yeow who officiated the charity food fair with over 500 visitors were entertained with stage performances as they shopped for goodies and indulged in the delicious local delicacies.

SIMA Handicapped Centre currently has 35 trainees under job training and job placement programme and over 170 handicap members with different physical challenges, learning difficulties and down syndrome.

Centre's founder and director William Ch'ng said the centre's monthly expenses come up to RM15,000 to provide services and trainings for the disabled.

"It is our deepest hope that our training programmes such as baking classes, housekeeping programmes and sorting out recyclable items will create a good employment opportunity for the vulnerable groups to establish a career as well as gain community support and acceptance," he added.

Ivorycares vice president I Winnie Yeoh said that apart from co-organising the event as part of the group's corporate social responsibility effort, the company also employs two enthusiastic members from the centre as janitors.

The event was also graced by Komtar Assemblyman Teh Lai Heng, Ivory Properties Group CEO Dato' Low Eng Hock, Pan Malaysian Sweeps Head of Northern Region Ang Chai Hong and Foong Sow Sanctuary senior pastor Christina Tan (SIMA's Chaplain).

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