



**PERSATUAN KEBAJIKAN IVORY,  
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**FOR IMMEDIATE RELEASE**

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**Book donation drive to collect books for underprivileged children**

GEORGE TOWN: Ivorycares, the charitable arm of Ivory Properties Group Berhad, is organising its inaugural book donation drive to collect books for 60 underprivileged children.

In partnership with the Penang Press Club, the initiative called ‘A Library of Hope’ is held in conjunction with World Book Day which falls on Apr 23.

It invites the public to donate new and used books for the children from House of Hope, St Joseph’s Home and Penang Shan Children’s Home. The books should be suitable for children aged between six and 12.

Ivorycares president Datuk Ooi Chin Loo said the company implemented the programme for the children to have direct access to books and education.

“We want to encourage children to read and appreciate books. This is also giving them the opportunity to receive better education, which will ultimately improve their lives and ensure a bright future.

“Reading is a great way to explore and learn about the world. It benefits the child by way of improving their minds and expanding their imaginations,” he said.

He added that this is the first time the company is implementing such a programme to inculcate the reading habit among young Malaysians.

Starting from today until Apr 21, the public can drop off the books at Level 5 of Ivory Tower @ Penang Times Square or at the Marrybrown outlet at The Latitude in Mount Erskine. They can also donate educational DVDs and CDs for the children.

The books and educational materials collected will be presented to the children on Apr 23 in a Book Appreciation event at Marrybrown at The Latitude, held from 11am to 1.30pm. Event activities include games, balloons giveaway, a mascot appearance and a storytelling session. Contributors who would like to join the event can register with the organiser by Apr 21.

For more details and registration, please contact Anis at 04-210 8000 (ext. 821).

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