

Festive cheer for 100 children

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Life Insurance Association of Malaysia (LIAM) and 16 of its member companies brought festive cheer to about 100 children and their caretakers at the LIAM Hari Raya Open House at Lanai Kijang in Kuala Lumpur.

The children and teenagers aged between seven and 17 years were from four homes – Rumah Amal Permata Hatiku in Gombak, Rumah Amal Asnaf Al Barakh in Ulu Klang, Rumah Shalom in Puchong, and Rumah Juara in Petaling Jaya.

They were joined by LIAM stakeholders, regulators and business partners.

The young guests were all smiles when the LIAM team – president Anusha Thavarajah, Industry Promotion Committee chairman Ramzi Toubassy, chief executive officer Mark O'Dell and other insurance company chief executives – handed out duit raya and goodie bags containing toys, toiletries, stationery, T-shirts and string bags to the children.



Representatives and children from the four homes with LIAM executives at the Hari Raya open house.

The association also donated basic necessities ranging from groceries to toiletries to the homes.

The gathering was part of LIAM's annual corporate social responsibility (CSR) programme under its Insurans Hayat Cares community service platform.

Anusha said the gathering was a way to make the children and their caretakers feel appreciated.

"We were privileged to have all of them celebrating the occasion with us. Thank you for making this event special for us.

"Our sincere appreciation also goes out to the principals and caretakers of the homes. Their sacrifices, love and devotion to the care of these children will go a long way in nurturing them to become successful young adults one day," she added.

O'Dell said the annual celebration was part of the industry's efforts to engage with the community.

"Welcoming them to such a gathering allows them to feel loved and cherished. It is our way of spreading the message of love and care for these children irrespective of gender, race and background," he said.

The guests were treated to a range of festive food such as rendang, ketupat, pulut, satay, laksa Johor and lontong.

The day's entertainment included dances by the children, "Joget Lambak" by professional dancers, and evergreen Hari Raya songs by three-piece band The Frontiers.

Over the last four decades, Insurans Hayat Cares has played a proactive role through various community outreach programmes, such as cancer and heart disease awareness, blood donation drives, hospital visits, donations to children's and old folk's homes, as well as youth engagement.

The association also actively contributes to human capital development with internship opportunities for young undergraduates through the Structured Internship Programme with the Education Ministry.

The programme is open to undergraduates from public and private universities who will undergo a three-month internship at the association's life insurance and reinsurance member companies.

Close to 400 students have enrolled in the programme aimed at attracting young talents to an industry with a wide spectrum of jobs.