

PICTORIAL RELEASE

**Great Eastern Life ChildrenCare Organised
Raya Baking Workshop for Underprivileged Children**

KUALA LUMPUR – Through its corporate social responsibility initiative, ChildrenCare, Great Eastern Life Assurance (Malaysia) Berhad (GELM) continued the spirit of *Syawal* by organising a baking class, termed the ‘Sunny *Lebaran* Baking Workshop’, for almost 40 underprivileged children from *Rumah Amal Cahaya Tengku Ampuan Rahimah*, *Pusat Jagaan Pertubuhan Pendidikan Anak-Anak Yatim Selangor (Rumah Bakti)*, and *Pusat Jagaan Nuri*. Aligned with the Personal Development pillar of ChildrenCare, the two-hour programme aimed at encouraging the children to explore their artistic and culinary talents through the proper craft and techniques of cookie-baking. Incorporating a mini baking competition as part of the programme, the kitchen was filled with laughter and cheer as the children, aged 10 to 17, demonstrated their creativity and camaraderie. They were then treated to a wholesome Raya buffet lunch and to conclude the programme, GELM made sure they did not return home empty-handed with each kid receiving a Raya gift bag. To further the Raya cheer, GELM also made a donation of gift vouchers worth RM12,500 to five other homes registered under *Jabatan Kebajikan Masyarakat*.

<End>

1 (a, b & c) The children in full concentration during the cookie-baking demonstration by an experienced pastry chef at GELM ChildrenCare's 'Sunny Lebaran Baking Workshop'

1 (a)



1 (b)



1 (c)



2 (a & b) The children enjoying the scrumptious Raya buffet lunch

2 (a)



2 (b)



3

GELM ChildrenCare mascot, Sunny Lion with the winning team of the 'Sunny Lebaran Baking Workshop' mini competition



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The children of Rumah Amal Cahaya Tengku Ampuan Rahimah, Pusat Jagaan Pertubuhan Pendidikan Anak-Anak Yatim Selangor (Rumah Bakti), and Pusat Jagaan Nuri all smiles after receiving their Raya gift bags courtesy of GELM ChildrenCare



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