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## **MEDIA RELEASE**

For Immediate Release

### **GREAT EASTERN CELEBRATES I-PLEDGE VOLUNTEERS' DAY 2012**

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Kuala Lumpur – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern) held an “I-Pledge Volunteers’ Day” at the Tengku Budriah Children’s Home in Cheras recently. A total of 30 I-Pledge volunteers took part in this activity which was intended to provide them with volunteering experience as well as learn more about welfare activities to assist these underprivileged children.

Amongst the activities carried out included the painting of murals in the children and infant rooms based on fun and inspiring themes. In addition, I-Pledge volunteers were taught how to care for babies and children as well as nursing and playing with them. Activities like these enhance the volunteers’ experience for those who are participating in welfare activities for the first time.

According to one of the I-Pledge volunteers, Muhammad Akmal Kamaruddin, “The children were very cheerful and welcomed us with open arms. I was so touched when they referred to me as ‘dad’. After a day here, I found volunteering not only helps with the welfare of others, but makes us appreciate what we have even more. I am proud to be an I-Pledge volunteer for Great Eastern’s ChildrenCare charity as our Company is very supportive of welfare activities.”

Launched in 1995, the Great Eastern ChildrenCare Charity is a noble initiative to instil the spirit of caring and sharing amongst Great Eastern’s staff and members of the agency force whilst contributing towards meaningful causes for the children of the nation. Thus, the I-Pledge Volunteer programme was formed to provide opportunities for Great Eastern employees to be personally involved in running ChildrenCare welfare activities.

Corporate Communications Manager, Leong Pei Yee said, “Great Eastern’s I-Pledge Volunteer Day is one of the annual activities for reaching out to children in need. Employees who volunteers under this programme will have the opportunity to participate in activities undertaken by ChildrenCare throughout the year. We are also most grateful to be able to contribute to the society and help those less fortunate. To date, Great Eastern’s ChildrenCare Charity has donated around RM1.67 million to children charities throughout Malaysia.”

The Social Welfare Department of Malaysia places almost 200 orphaned or underprivileged children as young as 6 months old to 12 years under the care of the Tengku Budriah Children's Home. The Social Welfare Department sets up this home to provide care and protection to children who have a history of abuse and neglect, in order to ensure the physical and emotional health development of these children.

The Great Eastern ChildrenCare Charity through its ongoing concern for the welfare of children, not only regularly carries out activities such as the one that took place today, but also contributes in goods which are crucial for daily necessities of children homes. The Principal of the Tengku Budriah Children's Home, Zubaidah Muhamad said, "We welcome the efforts of Great Eastern in its contributions and charitable activities here, as well as hope that more corporations will follow in such noble deeds."

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## **ABOUT CHILDRENCARE**

*Launched in 1995, the ChildrenCare Charity was initiated to instil the spirit of caring and sharing amongst Great Eastern's staff and members of the agency force. Over the past 16 years, around RM1.67 million has been donated to more than 174 children charities across Malaysia via ChildrenCare. Each year, staff and members of the agency force work together to raise funds from the public, which are all fully donated to benefit children in need. Apart from fund-raising and making donations, ChildrenCare is also supported by I-Pledge Volunteers from Great Eastern's pool of staff who pledged as volunteers, offering up their own free time to assist in ChildrenCare activities that goes beyond the ordinary approach of helping underprivileged children. The activities arranged for children are not only designed to be fun, but to also essentially include educational, motivational and inspiring elements, as well as raise awareness on environment, cultural and heritage protection. Examples of activities include "Together We Experience Nature", "Going Green with Effective Microorganisms", "Reading To The Blind", "ChildrenCare Camp with Children of Aborigines", "Fun and Easy Learning English", "ChildrenCare Arts and Crafts Day", etc.*

*For more information about or to donate to ChildrenCare, please contact ChildrenCare Careline at 03-4259 8788.*

## **ABOUT GREAT EASTERN LIFE ASSURANCE (MALAYSIA) BERHAD**

*Great Eastern began its operations in 1908 as a branch office of The Great Eastern Life Assurance Company Limited. The Malaysian operations were subsequently transferred to a locally incorporated public company, Great Eastern Life Assurance (Malaysia) Berhad under the Scheme of Transfer of Business. The Company was certified by The Malaysia Book of Records in 1998 as "The Oldest and Largest Life Insurer" in Malaysia.*

*With more than a century of experience and solid financial foundation, Great Eastern has RM53.7 billion in assets, over 2.9 million policies in force and a network of 17,000 agents nationwide as at 31 December 2011. To date, Great Eastern has 21 operational branch offices and products include life insurance plans, investment-linked plans, mortgage protection, business protection, employee benefits, medical insurance and group health benefit schemes. Great Eastern Life Assurance (Malaysia) Berhad is a wholly-owned subsidiary of Great Eastern Holdings Limited (GEH) and its ultimate holding company is Oversea-Chinese Banking Corporation Limited (OCBC).*

*For more information, please visit [www.greateasternlife.com](http://www.greateasternlife.com)*

## **ABOUT GREAT EASTERN HOLDINGS LIMITED**

*Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With \$57 billion in assets and around 4.0 million policyholders, it has two successful distribution channels – the tied agency force and bancassurance. The Company also operates in China, Indonesia, Vietnam, and Brunei. Great Eastern Life Assurance Company Limited has been assigned the financial strength and counterparty credit ratings of 'AA-' by Standard & Poor's, one of the highest among Asian life insurance companies. It was voted Life Insurer of the Year at the Asia Insurance Industry Awards 2011 by Asia Insurance Review. Great Eastern's asset management subsidiary, Lion Global Investors Limited, is one of the largest private sector asset management companies in Southeast Asia.*

*Great Eastern is a subsidiary of OCBC Bank, the second largest financial services group in Southeast Asia by assets. It is one of the world's most highly-rated banks, with an Aa1 rating from Moody's. It is also ranked by Bloomberg Markets as the world's strongest bank in 2011 and 2012. OCBC Bank's key markets are Singapore, Malaysia, Indonesia, and Greater China. It has a network of over 500 branches and representative offices in 15 countries and territories, including about 400 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.*

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