

MEDIA RELEASE

For Immediate Release

GREAT EASTERN'S CHILDRENCARE – CARING FOR THE RIGHTS OF THE CHILD

Kuala Lumpur, 31 March 2012 – Just ask any ordinary school-going 16 year old about his rights if he is stopped by a police officer for not carrying his National Registration Identification Card (IC) and you would more than likely succeed in drawing a blank expression. What would happen to a child if he was arrested, put under remand and brought to court? Would he be left to fend for his own, or would he still be entitled to certain child rights under the law?

The important question remaining then is, “Just what are my rights as a child?”- something most children in Malaysia still remain oblivious about.

All these and more were finally answered when Great Eastern's ChildrenCare organised a legal rights forum for 200 students from Forms 3 to 5 at Menara Great Eastern, to not only educate them on their rights as children but to also instil within them a sense of responsibility on the roles they play, as well as social awareness on prevention and eradication of social ills such as the misuse of drugs and alcohol, discrimination and bullying.

Entitled ‘A Child's Prerogative: Insight to Your Legal Rights’, the gathering of young minds from even a distance away like Malacca saw sessions conducted by distinguished speakers from UNICEF Malaysia, the Social Welfare Department of Malaysia, Messrs Jayadeep Hari & Jamil, the Malaysian Women Graduates Association, the Mousedeer Group (an online youth community) and the Petaling Jaya Child Council covering topics such as the United Nations' Convention on the Rights of the Child in global and Malaysian context, as well as legal protection for children in Malaysia and the very important right to participate.

The sessions were kicked off by an interesting group activity on wants, needs and rights to promote interest as well as demonstrate practical application of the topic amongst the children. A distinct difference could be seen amongst the students as the forum progressed and many relished in the opportunity to question the speakers on various topics as they explored their rights as a child and even braved the stand to share their personal thoughts about the existing position concerning children's rights in Malaysia.

Said Joel Lanse Theseira from SMK St Francis Melaka, "My views on children's rights has changed a lot after attending this forum as I have learned many things about children's rights which I was unaware of previously". Ang Eshen, a student from Catholic High School, echoed his statement and thanked Great Eastern for organising a meaningful forum saying, "It is vital for us children to know our rights and understand our responsibilities as part of the community. I hope that with our new knowledge, we can make a change for a better tomorrow".

At the end of the day, all emerged from the forum empowered with the knowledge of the four core principles of the United Nations Convention on the Rights of the Child namely the right to survival, development, protection and participation.

Said the Manager of Corporate Communications for Great Eastern, Ms. Leong Pei Yee, "Great Eastern was pleased to bring together the bright young minds of tomorrow with specialists in the field to raise awareness amongst the children on the protection of children rights; as caring for children include caring for not only for their overall wellbeing, but also their rights as young individuals to guide them down the right path for the future".

<End>

About ChildrenCare:

Launched in 1995, the ChildrenCare Charity was initiated to instill 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 :

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 assets in excess of RM53.6 billion, over 2.8 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

For media queries, please contact: -

Ms. Leong Pei Yee
Manager, Corporate Communications
Tel : 03 - 4259 8769
Fax : 03 - 4259 8798
H/P : 019 - 226 3531
E-Mail : LeongPeiYee@greateasternlife.com

Or

Ms. Janette Pang Wei Fong
Assistant Manager, Corporate Communications
Tel : 03 - 4259 8755
Fax : 03 - 4259 8798
H/P : 013 - 289 8663
E-Mail : JanettePang@greateasternlife.com