

## **MEDIA RELEASE**

For immediate release

### **GREAT EASTERN LIFE CHILDRENCARE ORGANISES CHINESE NEW YEAR BAKING CLASS FOR UNDERPRIVILEGED CHILDREN**

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**Kuala Lumpur, 30 January 2016** – Great Eastern Life Assurance (Malaysia) Berhad organised the Chinese New Year Cook-off, a half-day baking class for 30 underprivileged children aged between 8 to 12 years old at Young Chefs Academy. The activity was organised as part of ChildrenCare, the company's long-term corporate social responsibility project and aims to provide the children with an opportunity to explore their artistic & culinary talents through a fun activity. The class was specially conducted by celebrity chef, Brian Chen or better known as Abang Brian who is known for his charm with children.

As the Chinese New Year festivity approaches, the baking class was appropriately themed with the children learning how to make miniature '*Ji Dan Gao*' or Chinese Marble Sponge Cake which is a much loved delicacy during the festive season. The children were divided into 6 different teams and each team was given their own set of baking utensils. The teams were taught the essentials of baking cakes such as measurements, mixing techniques and temperature control.

Great Eastern Life's Director and Chief Executive Officer, Dato Koh Yaw Hui said, "As part of the personal development of these children, it is important that we encourage them to express themselves in a creative art form and nurture their imagination. I am pleased that we have been able to give them such a meaningful Chinese New Year celebration and hope we can continue to provide such opportunities for every festive celebration."

Celebrity chef Brian Chen from Young Chefs Academy said, "Cooking with the children was a humbling experience. We connected through the universal language that is food. For me, it was a great and meaningful start for the children in view of the approaching Chinese New Year celebration."

While the children waited eagerly for their cakes to bake, they were treated to an art and craft session on decorating their own cake boxes. Chloe Ooi, aged 7, from House of Joy said, "I had so much fun learning how to bake my very own cake. I cannot wait to show all my friends what I learned today. Abang Brian is such a great chef and I want to be like him when I grow up." Ms. Suzanne Lee, a caretaker from Rumah Charis added, "Our appreciation goes to Great Eastern Life ChildrenCare for organizing this timely event as the children clearly have benefitted from today's cook-off."

After having a delicious luncheon, the children continued to compare their own creations, excitedly. They were ecstatic when they were told they could bring home their masterpieces. Some were seen thanking Chef Brian and staff of Great Eastern Life who were present as volunteers for the event. Great Eastern Life ChildrenCare was established 20 years ago and has raised more than RM 2.2 million and donated to more than 180 underprivileged children homes under Jabatan Kebajikan Masyarakat (JKM).

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## **ABOUT CHILDRENCARE**

Launched in 1995, Great Eastern Life ChildrenCare, a long-term community project was initiated to instil the spirit of caring and sharing amongst Great Eastern Life's staff and members of the agency force. In line with Great Eastern Life's brand position as a LIFE company, ChildrenCare focuses its efforts on three core pillars namely education, health and wellness, and personal development when reaching out to children in need. We have worked hand-in-hand with Government Ministries and various Non-Governmental Organisations on children welfare programmes to address and resolve the ongoing struggles these children face every day. Each year, staff and members of the field force also embark on annual public fundraising campaigns and community-wide events to raise funds for Great Eastern Life ChildrenCare. Over the past 20 years, more than RM2.2 million has been donated to more than 180 children charities across Malaysia to help achieve immediate and lasting change in the lives of these children. Apart from fund-raising and making donations, Great Eastern Life ChildrenCare is also supported by I-Pledge Volunteers from Great Eastern Life's pool of staff who pledged as volunteers, offering their free time to assist in Great Eastern Life ChildrenCare activities that go beyond the ordinary approach of helping underprivileged children. Centering on the three core pillars, these activities are not only designed to be fun, but to also include motivational and inspiring elements. In the past, we have held activities which includes "Program Aspirasi Gemilang A", "ChildrenCare Junior Chef: Eat Healthy, Be Happy", "ChildrenCare Camp with Children of Aborigines", "Fun and Easy Learning English", "ChildrenCare Arts and Crafts Day" and more.

For more information about ChildrenCare, please contact ChildrenCare Careline at +603 4259 8878.

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

Great Eastern Life 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 Life has RM66.9 billion in assets, over 3.0 million policies in force and a network of 17,000 agents nationwide as at 31 December 2014. To date, Great Eastern Life 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).

## **ABOUT GREAT EASTERN HOLDINGS LIMITED**

Great Eastern Holdings is the oldest and most established life insurance group in Singapore and Malaysia. With S\$67.4 billion in assets and around 4.7 million policyholders, it has three successful distribution channels – a tied agency force, bancassurance, and a financial advisory firm, Great Eastern Financial Advisers. The Group also operates in Indonesia, Vietnam, Brunei and China. It was named Life Insurance Company of the Year at the Asia Insurance Industry Awards in 2011 and 2013 by Asia Insurance Review. The Great Eastern Life Assurance Company Limited has been assigned the financial strength and counterparty credit ratings of "AA-" by Standard and Poor's since 2010, one of the highest among Asian life insurance companies. 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 450 branches and representative offices in 15 countries and territories, including about 330 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

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