

# Celebrating culture and tradition

> Petronas initiates online campaign to make a difference this CNY

As we approach Chinese New Year (CNY), thoughts of loved ones and the much-anticipated family reunions among others, feature prominently in our minds.

In addition to that are renewed hopes for prosperity and the promise of a new year filled with new beginnings and bright prospects. Thus, it is in this spirit that Petronas has launched their "Five Pillars of Happiness: A Celebration of Culture and Tradition" CNY campaign, taking cue from the customary greetings given on the morning of the lunar new year, wishing wealth, longevity, health, tranquillity and luck to everyone.

The campaign calls upon all Malaysians to play their part in assisting the less fortunate members of society as we welcome and celebrate CNY. Members of the public are encouraged to participate by pledging their support for the campaign via Petronas' official Facebook page at [www.facebook.com/petronas](http://www.facebook.com/petronas).

Once the pledges reach 25,000, Petronas will make in kind contributions to six charity and shelter homes across the nation.

Petronas' Group Corporate Affairs Division senior general manager Datuk Mohammad

Medan Abdullah said the focus of the campaign was to extend the CNY cheer and celebration to the less fortunate by encouraging the public to be part of it.

"The act is simple, yet so meaningful. Once we receive 25,000 pledges, we will contribute in kind to the homes. At the beginning of every New Year, we often reflect on what we have achieved and look forward to a better future. This year, let's share what we have with those who need it the most," he said.

Malaysians can make a pledge by visiting Petronas' Facebook page from Feb 2 to Feb 24.

At the launch of the campaign at the Petronas Twin Towers, Petronas also unveiled a short film titled "Tau Fu Fah". The film, staying true to Petronas' penchant for weaving heart-warming tales into their ads, tells the story of a couple who build a life together, despite facing

the myriad of challenges that are part and parcel of life. Though it is short, the message behind the film shines clear, that sometimes in life, the smallest of moments can hold the most meaning.

Petronas' Group Corporate Affairs Division

general manager for Strategic Communication, Mohd Suhaimy Kamaruddin, was also present at the launch. The film is available for viewing at [www.youtube.com/user/PETRONASOfficial](http://www.youtube.com/user/PETRONASOfficial) while its shorter TV version began airing last Saturday.



Top: New Year joy... Medan (left) and Suhaimy (right) surrounded by the children from "Rumah Keluarga Kami" with their angpows.



Left: A roaring start! Medan, Suhaimy and guests with the part of the lion dance troupe that mesmerised the crowd with their acrobatic performance during the launch.



From left: All thumbs up... (front row) Abu Bakar, Lye, Ng, Lau, Pua, Yong, Tan, Sahrul (back row) Chu, Lawrence Syukri and Pang (far right) posing with the cars.

## One B1G thank you

HONG Leong Bank announced the 10 lucky winners of "The B1G One Celebration" contest, who drove home 10 Hyundai cars worth close to RM700,000 in total. The grand prize of a Hyundai Sonata 2.0L went to Sakki Yong Chew Heong from Shah Alam while the second prize of a Hyundai Tucson 2.0L went to Datuk Pua Shien Tick from Kajang.

The eight consolation prizes of a Hyundai-Inokom iro 1.1L each went to Sahrul Salim of Bandar Sunway, Mohd Syukri Mohd Thahir from Seremban, Eleanor Ng of Penang, Adam Lawrence from Kuala Lumpur, Chu Ting Man of Penang, Lye Chooi Har from Kuala Lumpur, Abu Bakar Khalil of Ipoh, and Pang Ngen Fook from Penang.

"Our campaign theme of 'Thanking You in 1 BIG Way' commemorates our first anniversary since our expansion from the merger. We wanted to share the joy of this milestone celebration by rewarding our customers in big ways, hence the decision to give away 10 cars in a single contest," said Hong Leong Bank's Personal Financial Services chief operating officer Moey Tan.

Hyundai-Sime Darby Motors managing director Lau Yit Mun was also present at the prize giving. The B1G One Celebration contest ran from June 28 to Oct 31 last year. Only certain transactions were included into the criteria for running in the contest. All new and existing Hong Leong Bank customers were eligible, and the more criteria they met, the greater their chances of winning.

## 1st Avenue Penang geared up for CNY

OVER one million visitors are expected to throng the retail outlets of 1st Avenue shopping mall in Penang throughout this Chinese New Year.

As the Year of the Snake draws nearer, Advertising & Promotions assistant manager Carl Ooi said that the visitors had started to increase even several weeks before the festive season was slated to begin.

He shared that the shopping mall had begun its CNY celebration early with various events and workshops starting from Jan 18. The special promotions will continue up till Feb 24.

"There will be various excitements awaiting visitors to the mall with festive events and interesting workshops lined-up," Ooi told *theSun* recently.

In order to further enhance the CNY mood, the mall's theme will be centred on auspicious words. Decorations and centrepieces will be designed and crafted based on a variety of auspicious words to attract blessings.

Ooi added that the main highlight of the programme will be the "Spin & Win: Ang Pow Instant Win programme" which is a modified "Wheel of Fortune" game, where shoppers only have to spin the wheel and luck will determine the prizes

that they take home.

"Shoppers who spend RM188 and above in a single receipt at any outlet in 1st Avenue will be entitled to participate in this game and there are more than RM10,000 worth of prizes up for grabs in this contest," he said, predicting that the "Spin & Win" wheel located on the ground floor would become a grand attraction.

Other than that, the shopping mall has also organised a series of contests, games and workshops related to Chinese auspicious words.

Among them was a "Chinese character crossword" game contest that was held on Jan 12 from 2pm to 5pm. The contest was opened to people of all ages and the fastest person to complete the puzzle took home a fabulous prize.

For more information about coming events, please contact 04-261121 or visit 1st Avenue's Information Counter or log on to [www.1st-avenue-mall.com.my](http://www.1st-avenue-mall.com.my).

## CPD for group's pharmacists

IN line with the understanding that pharmacists are the key drivers of growth and change in their organisation, Apex Healthcare Berhad has launched a structured Apex Healthcare Continuing Professional Development (CPD) programme to equip its pharmacists with leaderships and management skills.

The programme was started as a response to the implementation of a compulsory CPD points system on all pharmacists in Malaysia by the Ministry of Health.

Under the structured Apex Healthcare CPD, five activities are planned for 2013,

covering core pharmaceuticals, non-pharmaceuticals and blood screening programmes as part of a Corporate Social Responsibility (CSR) initiative.

The launch, held at the Apex headquarters in Subang, was officiated by CEO and chairman of Apex Healthcare Berhad Kee Kirk Chin. Malaysian Pharmaceutical Society president Datuk Nancy Ho, Xepa Soul Pattinson Sdn Bhd executive director Goh Ser Heng, Malaysian Pharmaceutical Society executive director Lam Kai Kun and Apex Pharmacy Marketing Sdn Bhd executive director Tan Hing Tai were also present.



From left to right: Goh, Lam, Ho, Kee and Tan endorsing the Apex CPD programme.

