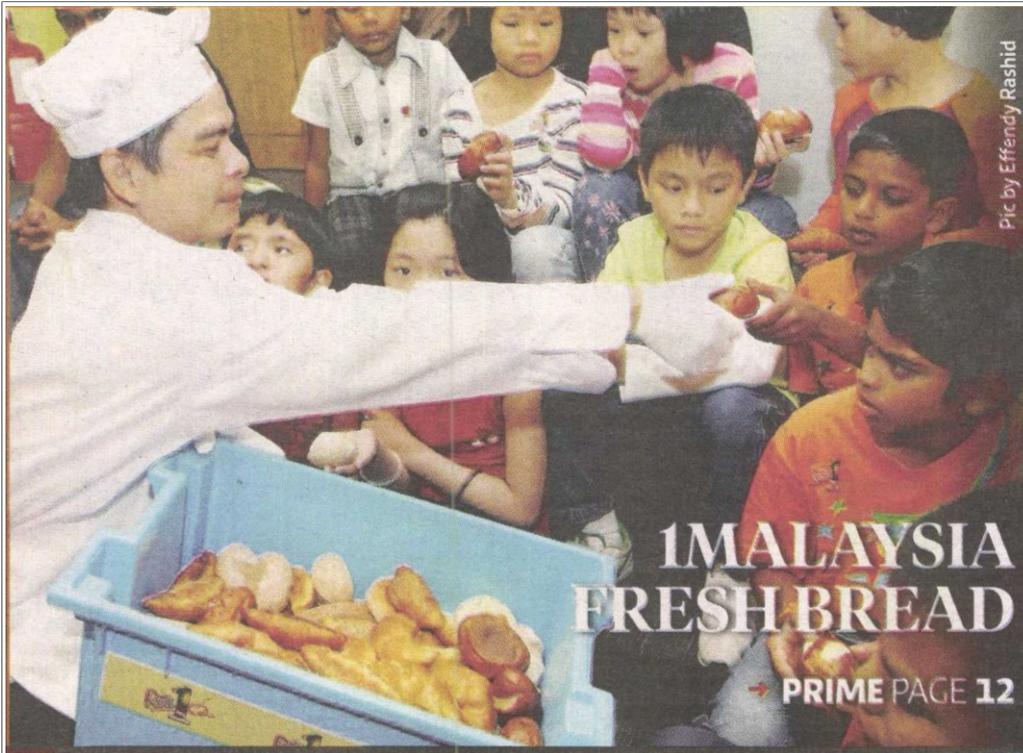


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MediaTitle	New Straits Times		
Date	08 Jan 2013	Color	Full Color
Section	Local News	Circulation	136,530
Page No	1,12	Readership	330,000
Language	English	ArticleSize	677 cm <sup>2</sup>
Journalist	S.K. THANUSHA DEVI	AdValue	RM 22,087
Frequency	Daily	PR Value	RM 66,261



# Rosmah: Instil culture of giving

## START THEM YOUNG:

Teach children to help strengthen community ties, parents urged

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**Y**OUNG Malaysians must be trained to be helpful and to take part in charitable activities.

The prime minister's wife, Datin Seri Rosmah Mansor said Malaysians were generally a generous and caring lot and this was reflected in their speedy response to the plight of those in need of funds as highlighted in the media.

These traits, she said, must be nurtured in their children from an early age, so that they will grow up to become exemplary individuals and make the nation proud.

"Being involved in charitable deeds will bring positive changes to one's life.

"We should also extend our assistance to non-governmental or-

ganisations (NGOs) to help make the country a better place.

"This will also help bring our society together for a common cause, while strengthening unity in out communities," she said in her speech at the launch of the Persatuan Kebajikan Program Roti 1Malaysia here, yesterday.

Roti 1Malaysia is a community project aimed at creating a platform for individuals and the corporate sector to collaborate and provide underprivileged communities with good quality bread and pastries from five-star hotels and bakeries.

The programme, fully endorsed by the Women, Family and Community Development Ministry

last year, provides fresh bread and pastries daily from Monday

to Friday to 60 charities in the Klang Valley, including old folks' homes, orphanages, homes for the disabled, hospices and HIV shelters.

The initiative is supported by 14 hotels and a bakery through its 11 outlets.

Rosmah also suggested that the programme be brought to all Permata Centres so that the children could enjoy freshly-baked bread as well.

The association's chairman Datuk Anne Eu earlier said the programme had been extended to Kedah, where they shared bread and pastries with the Malay-Thai communities living in areas around the Kedah-Thailand border and the rural poor in other parts of the state.

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The Roti 1Malaysia programme will also include prisons.

“We hope that our programme will be able to show them glimpses of compassion and humanity, and give them hope for a changed future.”

From August 2011 to December last year, a total of 1.2 million loaves of bread, valued at an estimated RM5.7 million, were distributed to 60 homes.



*Datin Seri Rosmah Mansor (centre) with children at the launch of the Persatuan Kebajikan Program Roti 1Malaysia. Pic by Effendy Rashid*