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ADDING COLOUR TO LIFE

It was a fun outing for children living with HIV at the Colour For Life Reunited fundraising campaign

writes **Sushma Veera**

COMMITTED to giving back to society, haircare brand L'Oreal Professionnel teamed up with the Malaysian AIDS Foundation for the Colour For Life Reunited campaign.

It was a fun outing for children with HIV with activities such as food art demonstration by food artist Samantha Lee, and food art competition among the Colour For Life personalities such as Datuk Jimmy Choo, Datuk Paduka Marina Mahathir, Datuk Ruby Khong, Fahrin Ahmad, Carey Ng, Ning Baizura, Lynn Lim, Thanuja Anathan, MAF Red Ribbon Ambassadors Joey G and Patricia K, salon partners and the children.

The winners of The Food Art Competition were the teams led by Ning Baizura and Fahrin Ahmad.

The children and the celebrities had a great time unleashing their creativity and creating interesting food art masterpieces.

Marina said: "This event is very refreshing as it includes children.

"They were fully participative and gave ideas and did the food art themselves. At the end of the day, this event

keeps us in touch with what is real."

Colour For Life is a nationwide fundraising campaign initiated by L'Oreal Professionnel in 2002 for the Malaysian AIDS Foundation (MAF) to raise funds and assist children living with HIV.

In 2013, L'Oreal Professionnel took an innovative approach to raise funds by collaborating with 31 local fashion brands and designers. The campaign ended with a two-day charity hair cut drive by L'Oreal Professionnel's partner salons and RM100,000 was collected for the children living with, or affected by, HIV.

In his opening speech, Ralph Dixon, trustee of the Malaysian AIDS Foundation said the money raised will benefit the underprivileged children and their families impacted by HIV and it will specifically go towards improving their access to HIV treatment.

Meanwhile, Yim Jin Sou, L'Oreal Professionnel's senior marketing manager, thanked MAF for hosting the event, which was a wonderful opportunity to meet the children to bring them on a fun day out.



Some of the masterpieces in the Food Art Competition.