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L'Oreal's RM150,000 gift to AIDS kids

KUALA LUMPUR: L'oreal Malaysia, as part of its centenary celebration, has joined hands with Malaysian AIDS Foundation (MAF) to support children with HIV/AIDS so that they may continue their education and have a chance at a better future via the Keep in School Scheme (KISS).

Through the scheme, financial help and sponsorship are offered on a monthly basis to the children, aged above 12, to meet basic daily needs such as food, clothing and schooling necessities as well as transportation to seek treatment.

At a ceremony held recently, L'Oreal Malaysia managing director Jean-Francois Couve presented a cheque for RM150,000 cheque to MAF adviser Datin Paduka Marina Mahathir. Also present was L'Oreal Malaysia corporate communication and media relations director Tay Ai Leen.

"We hope that through this donation, we are able to reach out to more children and do whatever we can to minimise their pain and suffering," said Couve. He said L'Oreal Malaysia has a longterm commitment to respond effective-

ly towards HIV/AIDS in Malaysia and feels compelled to help the underprivileged.

"In the spirit of the 100 years celebration, the centenary must reflect our generosity and share our success with others as generosity is one of L'Oreal's guiding principles," he said.

Tay added: "The KISS campaign has been very meaningful to the L'Oreal team as it has let us help brighten the future for these children. Not just via basic necessities (school uniforms, books and other learning aids) but more

importantly, when we make our home visits and connect with them.

"For us, it teaches humility and reminds us that what all these children need is a little attention and care. What's really heartwarming is the joy on their faces as they embrace us. It makes it all worth it."

In collaboration with MAF, L'Oreal Malaysia is committed to support 100 children living with HIV/AIDS to continue their secondary education and realise their dreams.