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DiGi donates RM150,000 to 14 charitable bodies

SHAH ALAM: DiGi Telecommunications Sdn Bhd (DiGi) has distributed RM150,000 to 14 charitable partners under its "Love to Save" campaign.

The month-long campaign, which began on June 1, saw DiGi making a pledge to donate a total of RM150,000 to the 14 organisations with the public deciding the amount that each charity receives.

DiGi invited members of the public to go to the website www.loetosave.com.my to choose a charity where with each click or vote, DiGi would donate RM5 to the selected charity.

Speaking at the cheque presentation ceremony held in Shah Alam, DiGi's Head of Segments, Koay Chee Keong, said: "We conceptualised this campaign to make it easy for Malaysians to support their charity of choice. We wanted to give everyone, including non-DiGi Customers, the opportunity to make a difference with just one click."

During the campaign, the website attracted 86,615 visits with 589 personal groups created. The campaign has also attracted the attention of online social networkers, where information on "Love to Save" was circulated virally through Facebook, Twitter, blogs and online forums.

The 14 charity partners that benefited from the campaign are:

Nature: SPCA Selangor, Malaysian Nature Society, Borneo Conservation Trust and Global Environment Centre.

Health: National Kidney Foundation (NKF), IJN Foundation, Hospice Malaysia, Majlis Kanser Nasional (Makna) and Malaysian AIDS Foundation (MAF).

Social: National Council for the Blind Malaysia, Malaysian Council for Child Welfare, Women's Aid Organisation, National Council of Senior Citizen Organisations and Persatuan Kebajikan Hope worldwide Kuala Lumpur.